



**automotive  
executive**

Published for America's automobile and truck dealers

February  
1980

# Convention '80

New Orleans  
February 9-12



- Equipment Exposition
- Workshop Schedules
- Who's Who In NADA

## Understanding Our Energy Problems



Universal Underwriters Insurance Company,

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# Executive Notes

## Industry news for the automotive executive

**Market target.** According to the latest study from Monroe Mendelsohn Research, Inc., "1979 Survey of Adults and Markets of Affluence", affluent adults clearly are the most important and fastest growing target market in America for automobile manufacturers. Once considered too small numerically to merit serious consideration, there are now some nine million affluent (18 and over) adults living in households with annual incomes of more than \$40,000. That's a 67 percent gain over 1978.

Seventy-two percent of these households are two-income families, the research company says, and they average 2.7 cars each, more than double the national average of 1.2 automobiles per.

Over 90 percent of these affluent men and women own domestic cars, and over 35 percent own foreign makes. Over 40 percent of the families own three cars or more.

\*\*\*

**Reaction to regulation.** A University of Michigan business economist insists our environmental laws and many other government regulations are bad laws which *diminish* rather than improve the quality of life.

The environmental laws are *not* improving the world's air and waters in many instances, Prof. Ross Wilhelm of the U-M Graduate School of Business Administration says. Also, he says, "We are unemployed our own people, destroying our own companies, and increasing the jobs and production overseas."

"Chrysler," he says, "is not alone among the firms being driven out of business. . . . Environmental and other regulations are strangling our steel, coal, aluminum, zinc, lead and copper industries," with the domestic production of these products dropping at an alarming rate

while imports are increasing."

The picture with respect to those industries, he says, is dismal, one of "companies phasing plants out of production and not adding replacements; growing shortages, rising prices and rising imports, the primary impact of our laws being to drive production and jobs away from this country."

Wilhelm sees the coal industry as being in a "depression" at a time when it should be booming, and he says the steel industry is "going down the tube" not just because of "excessive pollution requirements", but because of "our unwise tax policies" as well.

He views the emissions and fuel economy regulations and the airbag as being at the heart of the well-publicized problems of Chrysler. He says there is growing belief among analysts that Ford soon could be facing the same financial problems the Number Three automaker is experiencing.

"Ford Motor Co. denies it has insoluble problems," he says. "The company has brought in its successful European management team, has large cash reserves and a very modern plant. (But) whether Ford is in deep trouble or not, it faces enormous product problems."

"How many more Chryslers," Wilhelm asks, "must we have before we recognize our environmental laws and many of our other government regulations are bad laws?"

\*\*\*

**"Made in Japan" often.** The Japanese auto industry broke its own record targets in '79, turning out more than 10 million vehicles for the first time. Japanese manufacturers sold 3 million in their domestic market and exported two million to the United States.

Japan, in fact, in strengthening its position as the world's biggest car exporter, saw its vehicles account for 16 percent of all its overseas sales dollars. Rather than a

record, forecasters had thought a slight fall in exports and production possible.

\*\*\*

**Counting trucks.** The inroads made by import cars in the U.S. market are obvious, but a recent announcement by Toyota graphically demonstrates that much the same thing is beginning to happen with trucks.

The company has now sold more than 500,000 trucks in the U.S.—almost 80 percent of that number in the last five years. The most striking figures belong to 1979. For the first time last year, the company went over the 100,000 mark, selling roughly 125,000. That performance made it number one among corporations without a U.S. address.

\*\*\*

**Reliance on the automobile.** With the airlines reportedly heavily booked during the holidays, Christmas '79 traffic on U.S. toll roads turned out to be the heaviest ever recorded, according to the International Bridge, Tunnel and Turnpike Association. Between 6 p.m. Friday evening, December 21, and Tuesday midnight, December 25, 15.2 million vehicles traveled 381 million miles on 48 U.S. toll roads. The previous record was set during the Christmas of '75.

\*\*\*

**Minority marketing.** One of the country's largest Chevrolet dealers believes there is no such thing as a "Spanish market" car, but he believes he has proven a way to sell cars to Hispanics.

"We move more than 25,000 new, used and fleet cars and trucks a year," says Jack Sayer, president of Z Frank Chevrolet, Inc. "Our Hispanic customers account for 15 to 20 percent of that volume, and their preferences closely match the general Chicago market."

That experience makes sense, according to observers of the Chicago area who say Hispanics



# Executive Notes—

have moved rapidly into the ranks of the middle and upper-middle income ranges. "Actually," says Bill Panko, advertising account executive with Marvin Frank & Co., "the Hispanic market is as varied as the total automotive customer base. Marketing programs emphasizing product features and the retailer's reputation are called for."

The package Panko pulled together to reach the metropolitan Chicago Hispanic market for Z Frank draws heavily on one of the dealership's stronger qualifications for serving that market well: it has well over a dozen bilingual employees, spread throughout the various departments.

Jack Sayer notes that several management personnel, finance and insurance specialists and a title and transfer clerk speak fluent Spanish. An assistant service manager and a number of parts and service personnel also have that capability.

"Anyone would prefer to buy a car from someone he can trust," Sayer observes. "From a management view, we want to be sure what the salesmen are saying and that it is understood. Finance, insurance, and title paperwork is complicated enough without having to conduct the transaction in a foreign language. And if there are any service requirements, a customer doesn't want to hunt up a salesman to serve as a translator. So it's a matter of good business that we have experts in their various fields who are bilingual."

Customers can learn to trust some of these experts before they even step through the dealership door. "Several of the salesmen," Panko reports, "not only have broadcast voices, they come across on camera as well. One of them is quite good on the guitar, so we use that talent too. The net result is we have a pool of talent that knows automobiles, knows the audience and projects sincere believability."

About 95 percent of Z Frank's Spanish marketing budget is geared to WCIU-TV, which gears a significant amount of its air time

to Spanish language programming. Studies indicate ads reach some 87,000 households and 350,000 people, about 34 percent of the local Hispanic population. Z Frank's schedule often reaches 64 percent of the available market on a given day. The dealership also uses Spanish language newspaper insertions to reinforce its message and fill a reminder function.

"We have Hispanic customers for our full line of cars," says Sayer, "and that includes fleet leases. We plan to explore individual car leases, and I'm intrigued by the Hispanic potential in this area. I suspect it, too, will show the same general pattern we'll see in our total business."

\*\*\*

**Thumbs down on trucking deregulation.** The West Virginia State Chamber of Commerce and Dr. Frederick Thayer, Associate Professor at the University of Pittsburgh's Graduate School of Public and International Affairs, recently joined the ranks of those lining up against trucking deregulation. The WVSCC urged Congress and the Department of Transportation to "reject any proposed legislation which would eliminate or weaken the economic regulation of the motor carrier industry." Such a step, the organization says, "would create uncertainty, confusion and discrimination" among trucking companies and the businessmen who rely on them.

Dr. Thayer, an authority on the subject of transport regulation, charges that big trucks are "lethal weapons," and he says that without regulation and the threat of ICC sanctions, highway standards will "disappear."

A deregulated industry, he says, "...characterized by all-out price competition, will force operators to save money by failing to maintain their trucks and driving longer hours. The system will force them to."

In Thayer's opinion, deregulation will bring a decrease in services to smaller markets as well as a decrease in safety standards. He argues that if the ICC umbrella is

removed, only the busiest, most profitable routes will be served leaving towns off the beaten path stranded. Transportation systems, he says, trucks, airlines and railroads, "must be viewed as public utilities that cannot be adequately regulated by the marketplace alone."

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## CORPORATE ANNOUNCEMENTS Ridgeway Chemical Inc.,

manufacturer of automotive car products, has relocated into its new corporate office and plant facility near Charlotte, N.C., in southeastern Catawba County. Construction on phase 1—12,000 square foot facility located on a nine acre tract—was completed in late December, and additional expansion is planned for early spring. . . .

**Toyo Kogyo Co., Ltd.**, the Japanese manufacturer of Mazda cars and trucks, has announced record revenues and earnings for the fiscal year ending October 31, 1979. Factory sales were a record 1,013,159 units, a 20.5 percent increase over the previous year's record of 840,558, and vehicle output per employee rose to 37 units, up from 26 two years before thanks to new systems.

Leading the way were the company's three newest models: the GLC, with 254,773 units; the 626 sport coupe and sedan with 218,028, and the RX-7 sports car with 74,531. . . .

**Porsche** has announced it will accept "America's greatest racing challenge"—the Indianapolis 500—working in tandem with the California-based Interscope Racing Team. The Interscope Porsche will be driven by Danny Ongais, USAC's Indy Division 1978 Rookie of the Year, and the car itself will be powered by a turbocharged version of the production 911 powerplant—similar to the one which has powered the winning car at LeMans three of the past four years.

The chassis is being developed jointly by Porsche and Interscope.





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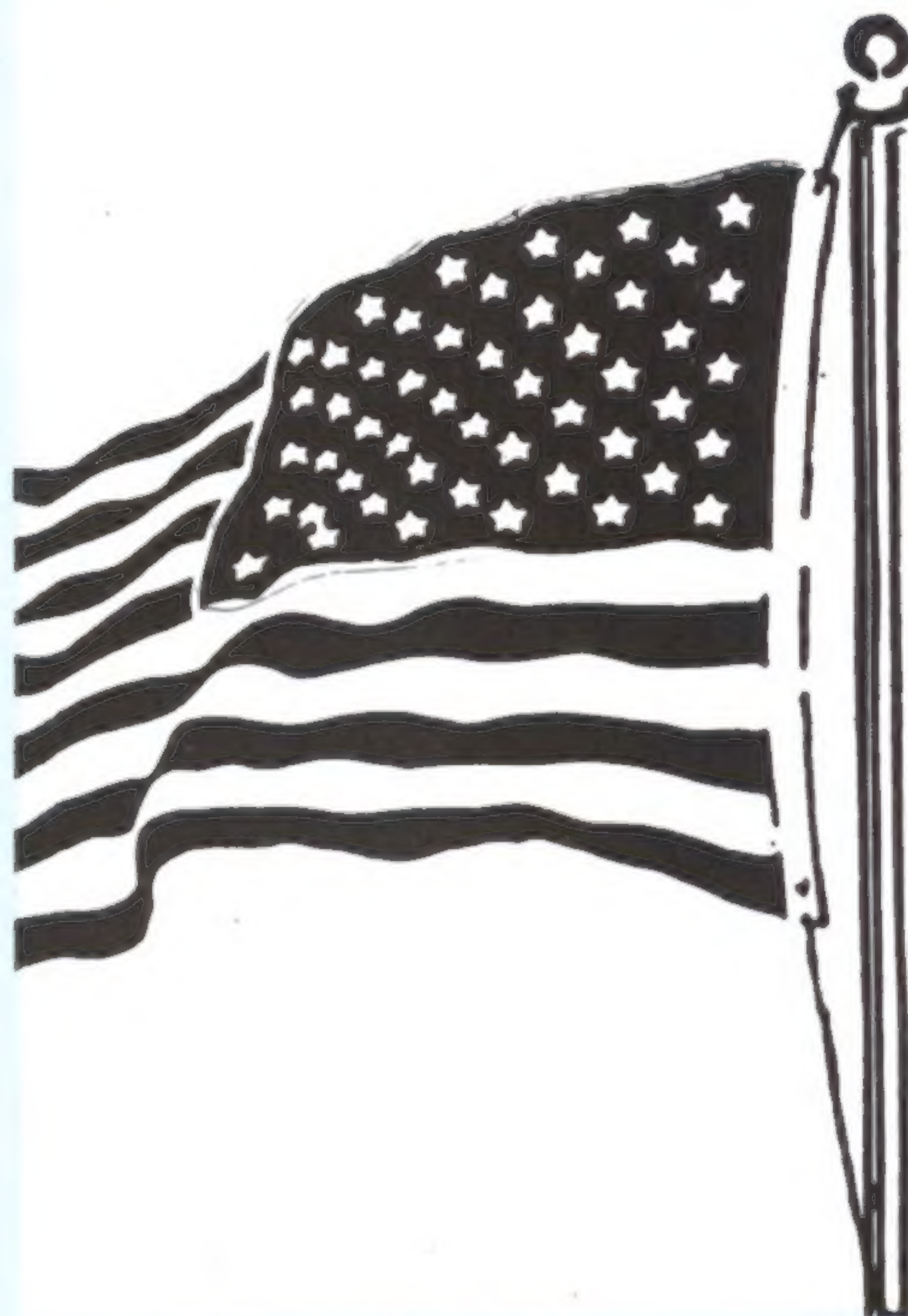
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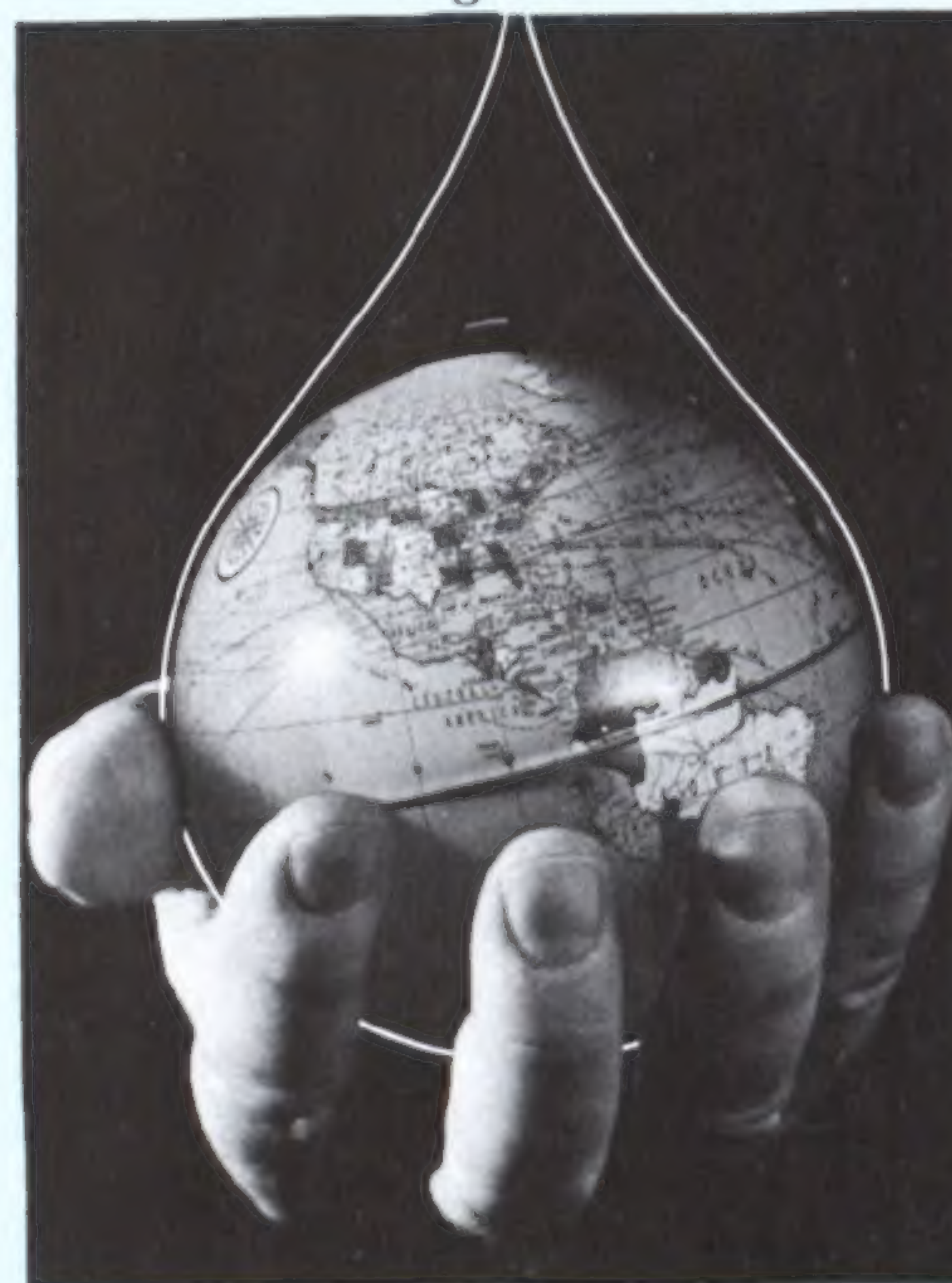
**automotive executive** (ISSN 0195-1564) is published monthly by the National Automobile Dealers Services Corp. **Postmaster: Send address changes to *automotive executive*, 8400 Westpark Dr., McLean, Va. 22102.** Subscription rates delivered prepaid in United States \$12.00 per year, Canada \$15.00 per year and \$18.00 per year elsewhere. Single copy delivered prepaid in United States \$1.50, its possessions and Canada \$1.70 and \$2.00 elsewhere. Multiple subscriptions available at discount rates. Controlled circulation postage paid at Dallas, Texas. Copyright 1979 by the National Automobile Dealers Services Corp. All editorial communications should be addressed to the Editorial Director, **automotive executive**, 8400 Westpark Dr., McLean, Va. 22102.

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Page 30



Page 104



Page 36



Page 71



## FEATURES

- 30** **They Say America Is Dying: an Æ editorial**  
Is our nation's foundation crumbling? Perhaps we should be worrying more about our national "backbone".
- 36** **NADA Convention 1980**  
New Orleans is the place . . . February 9-12 are the dates
- 54** **Convention Workshops**  
Seminars this year will concentrate more on the THREE YOUs than the THREE Rs.
- 71** **A Super(dome) Exposition**  
Approximately 200 exhibitors will be showing their wares at this one-stop dealer shopping center.
- 85** **Who's Who In NADA**  
The officers and directors who make things happen for NADA members.
- 95** **How Two Factories See It**  
Top brass at GM and Ford give their views of the year just past and the one that is now upon us.
- 104** **Understanding Our Energy Problems**  
A look at the events leading up to our current energy situations and a few of the solutions that may be in the future.

## DEPARTMENTS

|                        |    |                    |     |
|------------------------|----|--------------------|-----|
| Executive Notes .....  | 1  | Used Cars .....    | 18  |
| Selling Yourself ..... | 12 | NADA Notes .....   | 22  |
| Auction Block .....    | 14 | Legal Briefs ..... | 25  |
| Tax Brakes .....       | 16 | Showcase .....     | 119 |

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BPA membership applied for—September 1978

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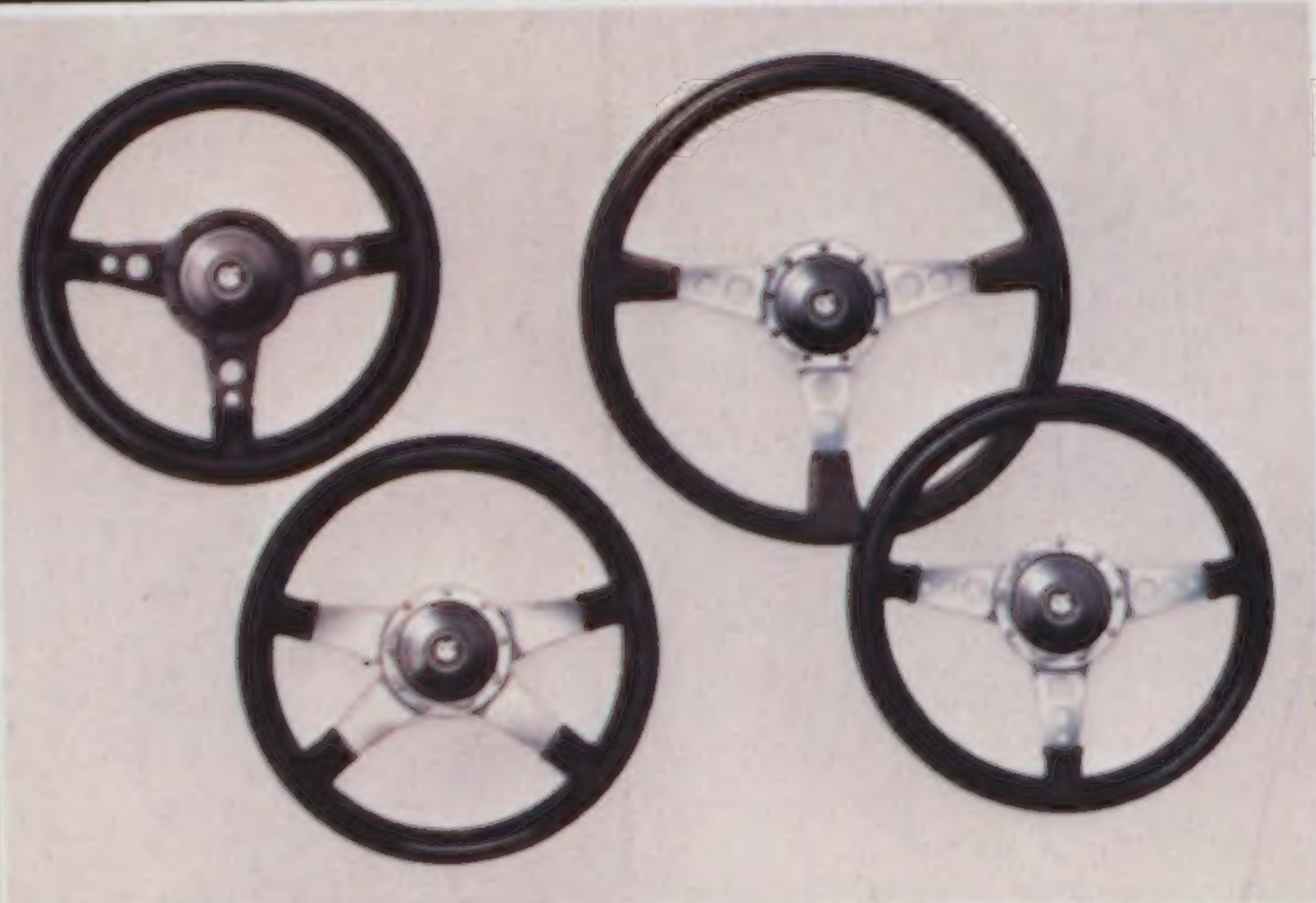
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# Your 1980 Convention Schedule



## FRIDAY, February 8th

1:30 pm-5:00 pm Early Registration

Superdome—Mezzanine Level

## SATURDAY, February 9th

8:30 am-5:00 pm Registration

Superdome—Mezzanine Level

8:30 am-2:30 pm Exposition Open

Superdome—Ground Level

12:00 noon-5:00 pm Life Style Center Open

Marriott Hotel Exhibit Hall

2:30 pm-4:30 pm Formal Opening of the  
63rd Annual Convention

Rivergate Convention Center—  
North Hall

Guest Speaker: Lee Iacocca

6:00 pm

Allied Industry & Mfg. Hospitality Functions NADA Hotels

## SUNDAY, February 10th

9:00 am-5:00 pm Registration

Superdome—Mezzanine Level

10:30 am-11:30 am Non-Denominational Worship Service  
Featuring: Pat Boone

Rivergate Convention Center—  
North Hall

11:30 am-5:00 pm Exposition Open

Superdome—Ground Level

11:30 am-5:00 pm Life Style Center Open

Marriott Hotel Exhibit Hall

1:30 pm-3:00 pm Workshop Sessions

Superdome—Meeting Level 200

3:30 pm-5:30 pm Import Make Meetings

Superdome—Meeting Level 200

3:30 pm-5:30 pm Workshop Sessions

Superdome—Meeting Level 200

6:00 pm

Allied Industry & Mfg. Hospitality Functions NADA Hotels

## MONDAY, February 11th

9:00 am-5:00 pm Registration

Superdome—Mezzanine Level

9:00 am-5:00 pm Life Style Center

Marriott Hotel Exhibit Hall

9:00 am-5:00 pm Exposition Open

Superdome—Ground Level

8:30 am-10:00 am Workshop Sessions

Superdome—Meeting Level 200

10:30 am-12:00 noon Workshop Sessions

Superdome—Meeting Level 200

1:30 pm-3:00 pm Workshop Sessions

Superdome—Meeting Level 200

3:30 pm-5:00 pm Workshop Sessions

Superdome—Meeting Level 200

6:00 pm

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## TUESDAY, February 12th

9:00 am-3:00 pm Registration

Superdome—Mezzanine Level

9:00 am-1:00 pm Exposition Open-Closes

Superdome—Ground Level

9:00 am-1:00 pm Life Style Center Open

Marriott Hotel Exhibit Hall

8:30 am-10:00 am Workshop Sessions

Superdome—Meeting Level 200

10:30 am-12:00 noon Workshop Sessions

Superdome—Meeting Level 200

1:30 pm General Session

Hyatt Regency Hotel—

Guest Speaker: William P. Clements, Jr.  
Governor of Texas

Grand Ballroom

3:30 pm-

Domestic Make Meetings

Superdome—Meeting Level 200

7:00 pm-

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# Selling Yourself



Joe Girard

## Develop The Right Outlook

**L**et's be honest. You'll never sell yourself to anybody if you're a walking example of gloom and doom. But you'll have just as tough a time if you always look at everything through rose-colored glasses. The former is a bore and the latter is unrealistic. Look for yourself. The sky isn't really falling, but neither is life—as the song says—a promised rose garden.

How you look at life is how you look to others. And that's the truth. So, one of the steps in selling yourself to others, to finding success in whatever your calling, is developing the right outlook.

Some years ago when my son was a youngster, I gave him a telescope for his birthday. He called it his spyglass, which was fitting, because with it he spied a great truth. He was using it when he said to me, complaining, "Dad, this is no good. I can see better without it. Everything's too small." I studied him. Of course, he was looking through the wrong end. He wasn't getting the big picture at all . . . not of his birthday cake with the nine candles, not of the car in the driveway across the street, nor of life. He had the narrow outlook through the telescope.

The secret he learned that day was one we need to discover as well: to have the proper out-

look, we must turn the viewing instrument—ourselves—around.

Ask yourself when you look at life, at others, at objects, at events, if you see the whole picture or only part. Do you examine both sides of a question? Are you fair or judgmental? Do you keep an open mind? Perhaps you are standing in the way of yourself. Do prejudices either for or against throw the picture out of focus? Do you fail, as has

***See life as larger  
than yourself.  
When you do, a  
miraculous thing  
happens.***

been so often said, to see the forest for the trees?

A few years back I was honored with the Golden Plate Award for outstanding salesmanship by the American Academy of Achievement. There were a number of others so honored at the same time. On that occasion the late Dr. Werner Von Braun, the father of the American space program, told me that he was amazed at what miracles a change in out-

look could perform, of becoming objective instead of subjective.

A man who had perfected rocketry during the Nazi regime came to see the world not as something to be destroyed, but to be enlarged. His new, forthright, positive outlook led to America opening a doorway to the universe. Yet, he could have chosen to view life as a defeating force, to look at the world through the wrong end of the telescope, to have failed to see the stars.

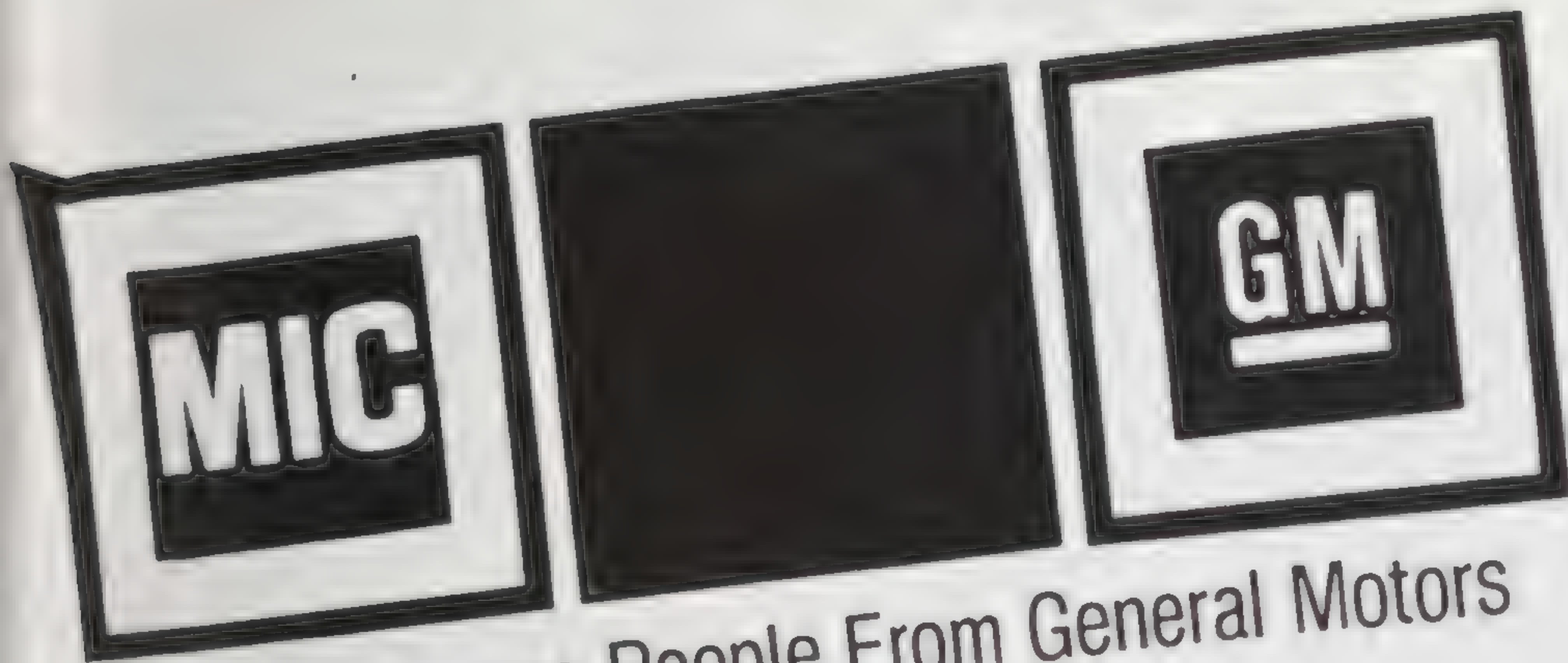
You see, outlook means exactly what it says. Looking outward not inward, embracing others, ceasing to be self-centered. You are your own telescope in life. If your perceptions are narrow, bigoted, colored, out of focus—then turn yourself around and look again.

See life as larger than yourself. When you do, a miraculous thing happens. You no longer view yourself as the center of the universe, wearing your ego on your sleeve, but you see yourself as a part of life. And even when the sky is falling it's wonderful.

The right outlook on people, family, business associates, friends, ideas and, most important, *yourself*, can work wonders in creating a new you—person everyone wants to know, enjoy, share with and yes, even love.

These columns are prepared by Joe Girard, named the world's greatest salesman 12 times by the Guinness Book of World Records, and syndicated through Allied Press International. All questions and comments concerning information included in these columns should be directed to API, P.O. Box 2291, Washington, DC 20013.





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# Auction Block



George Basel

## Making Auctions Work For You (Part II)

**I**n the January issue of AE I suggested ways dealers could utilize auctions to their best advantage. Let's continue by examining the step-by-step procedures you'll actually use at the auction. These procedures may vary from auction to auction, but the desired end result will always be the same: you'll buy and you'll sell automobiles.

You arrive at the auction driving a car you wish to enter for the weekly sale. You pull up to the check-in window or lane. At this point, the auction takes over, requesting information on year, make, model and equipment on the car. The auction attendant puts an entry number on the car and parks the unit in the proper "year and number slot" (parking area). At the proper time, as determined by its sequential number, the car is driven to the auction block by an auction employee. Auction personnel have the correct paperwork to match your car or the car being offered.

You, as seller, get on the block and tell the auctioneer the condition under which you want to make the sale. (Note: In some areas of the country the seller does *not* get on the auction block, but will put a floor price on his car and indicate the condition of the car when he registers it.)

Normally, there are four "conditions". Along with verbally announcing this condition, most auctions use a light system to continually apprise bidders of it:

**Condition One.** *Sold with a drive—titled—green light.* This

car is mechanically sound—no defects in the motor, differential or transmission. Buyers should road-test the car promptly. If the buyer feels there is a legitimate complaint outside of any announced minor defects, he or she should immediately report it to the auction for arbitration.

**Condition Two.** *Announced defects—titled—amber light.* Buyers bid knowing these defects. Again, the buyer should road-test the car. If he or she has any complaints outside the announced defects he or she should notify the auction. Also, these defects are noted on the sales slip as part of the condition for sale.

**Condition Three.** *As is—titled.* Self-explanatory.

**Condition Four.** *Title attached—no title—blue light.* Assignable title does not accompany the car.

Normally, an auction guarantee is limited to a cracked block and frame damage. A guaranteed title insures that it will be free of all encumbrances or liens.

If the car is purchased, the buyer and seller normally will be required to immediately sign the purchase agreement at the auction block. Caution—before signing, verify the price and note any announced defects. If any discrepancies are noted, advise the auctioneer immediately.

Settlement is usually requested within one hour. The seller delivers the negotiable, properly signed title to the settlement counter. The buyer is-

sues his or her check (one per car) at the settlement window for the car purchased. Within about a half-hour after the settlement is made, the seller will secure the check and the purchaser will obtain the title and the check and title pick-up counter. This completes the sale. You have your auction check, the buyer has the car.

Here are some helpful selling tips:

- "Reconditioned" cars consistently bring top dollar. (See the article "Spotlight On A Successful Wholesaler" in the January 1980 issue of *automotive executive*.)

- Announce the condition of the car honestly. This will eliminate a lot of trouble for everybody.

- Get your car to the auction early. Let the buyers have time to look it over.

If the above selling tips are followed, the buyers will be looking for your cars.

Now, here are some helpful buying tips:

- Give yourself plenty of time to look over the cars in the sales lot.

- Bid to fair market value. Don't harm the seller's chance for a fair price.

- Verify vehicle identification number and mileage on the car *before* settlement.

- Settle promptly. This will make it easier on yourself, the seller and the auction personnel.

\*\*\*

**Short Notes.** December 1, 1979, Southern Auto Sales Warehouse Point, Conn., co

Auction Block is prepared exclusively for *automotive executive* by George Basel of the NADA Official Used Car Guide. All comments or questions pertaining to these columns should be mailed to: George Basel, *automotive executive* magazine, 8400 Westpark, Dr., McLean, VA 22102.



cluded its annual "Appreciation Promotion". Associated R&R Auto Sales of West Springfield, Mass., won the grand prize of a 1980 Cadillac Sedan Deville.

\*\*\*

Frank Hildreth, president of the National Auto Auction Association, reported to the hospital as a precautionary step after feeling a few chest pains. After running the gamut of tests, doctors gave him a clean bill of health and he's ready to carry on his duties for the new year.

\*\*\*

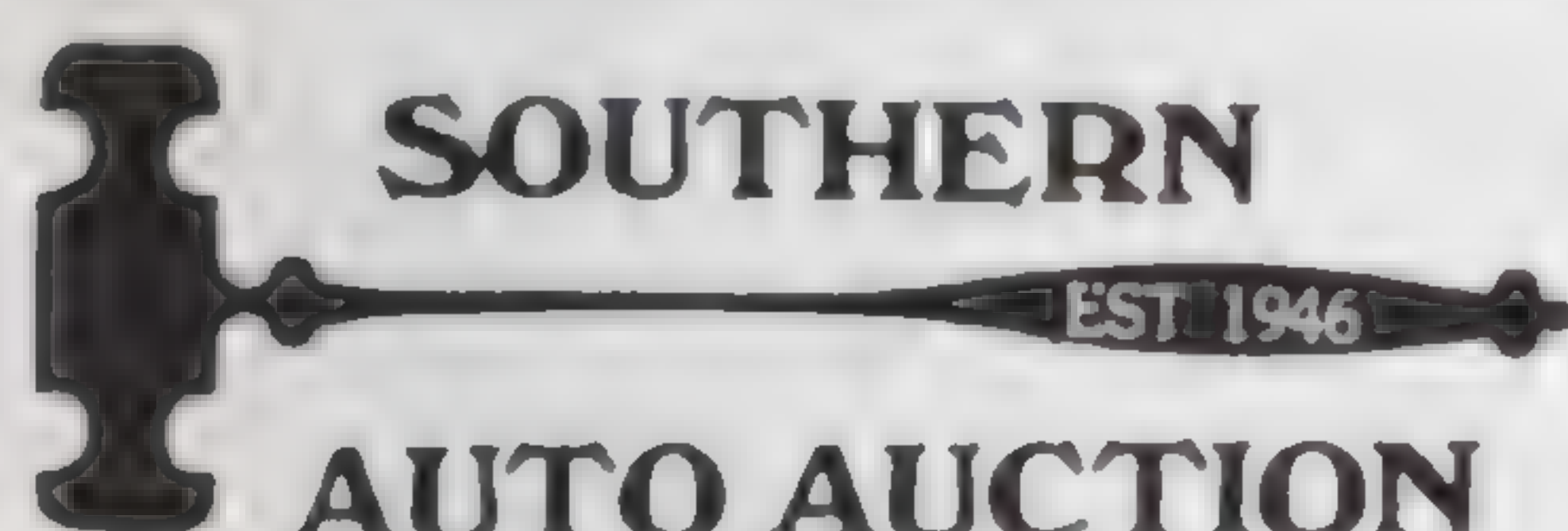
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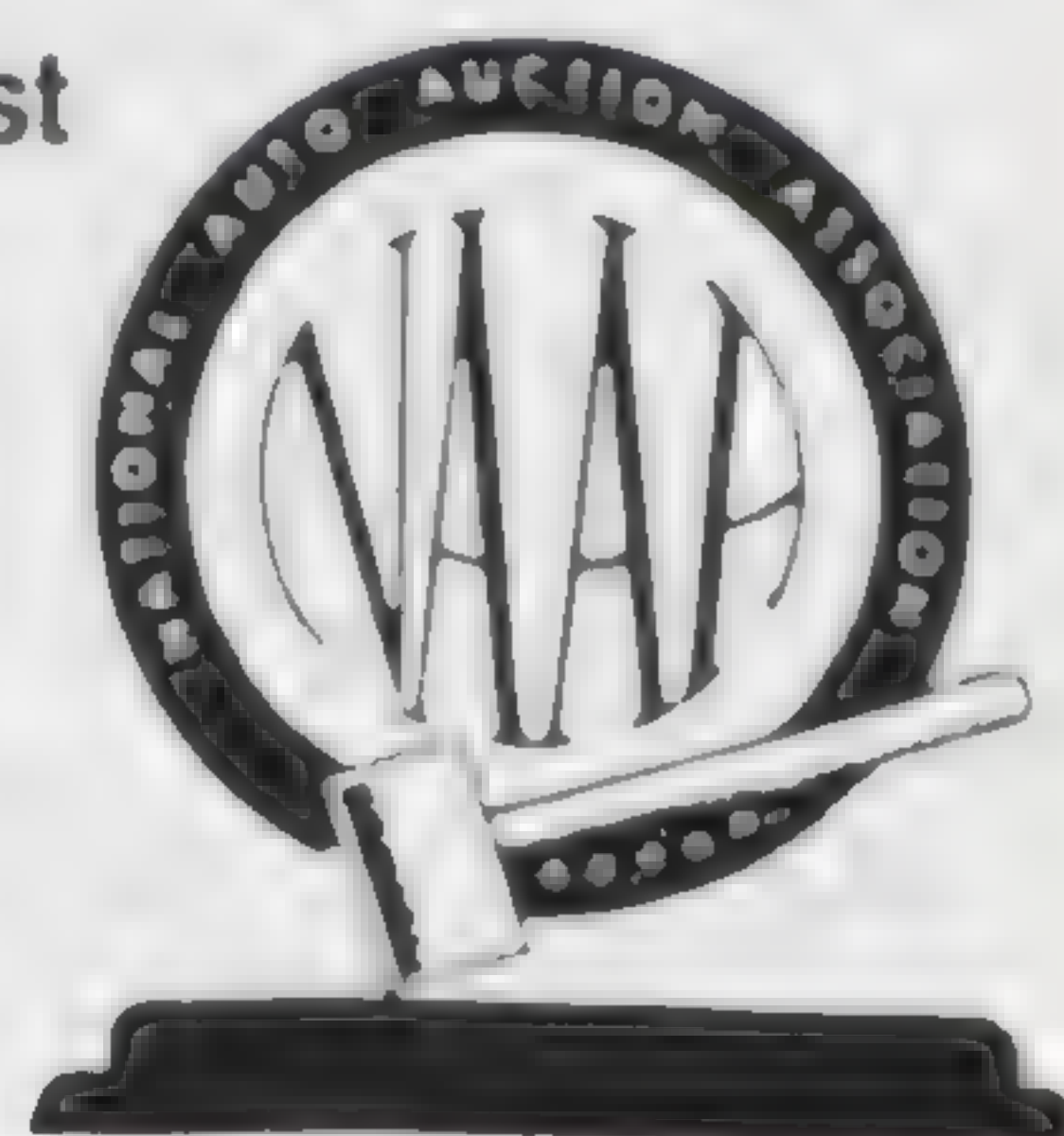
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# Tax Brakes



Irving Blackman

## Maybe You Can Sell Your Business Tax-Free

**I**f you own all or part of a privately held company, this item could save you a large bundle of tax money. We're going to talk about a new tax thrust nicknamed a "cash merger". In a nutshell, a closely held operating company is merged into a mutual fund. An example should open up your eyes and, hopefully, some tax doors to large savings.

Assume that Old Corp. is privately owned and closely held. Its shareholders represent three generations with diverse investment objectives. Some of the shareholders have no active interest in the business and want to increase dividends. Other shareholders, led by current president Joe Tiger, are pushing a corporate policy to reinvest earnings to provide for growth. The fair market value of the corporate assets are about equal to book value.

Most of the elderly shareholders have a problem with their estate liquidity and are very concerned about the valuation of their stock for estate tax purposes. Because the basis of their stock is virtually zero, they are reluctant to accept a rather generous offer by Joe Tiger and his group. The elders just don't want to pay the large capital gains tax.

A cash merger offers to solve this tax dilemma by taking all the current stockholders out of their present situation tax-free. Skipping the technicalities, the problem is solved by a two-step transaction for Joe Tiger and his

group and a three-step transaction for Old Corp. Let's take Joe Tiger and his group first:

*Step One.* Joe Tiger and his key employees create New Corp. and arrange for nearly 100 percent financing for the purchase of Old Corp.

*Step Two.* New Corp. assumes all the outstanding liabilities of Old Corp. and purchases the assets of Old Corp. for cash. Joe Tiger and his group will continue to control the business and pursue their growth objectives without the necessity of satisfying the income requirements of the other shareholders.

Old Corp., on the other hand, would engage in the following three steps to realize a tax-free organization:

*Step One.* Old Corp. sells its assets to New Corp.

*Step Two.* Pursuant to a plan of reorganization, Old Corp. exchanges the cash it receives from New Corp. for the shares of a mutual fund that is invested in tax-free bonds. This is a tax-free exchange.

*Step Three.* Old Corp. is liquidated. Old Corp. then distributes the bond fund shares to its shareholders in exchange for their stock of Old Corp.

(Hats off to Fidelity Management and Research Co., headquartered in Boston, that sent me the material for this item. Fidelity has actually been through the mill on several of these transactions with favorable results.)

And what does the IRS think

of all this? Well, you guessed it—they don't think very much of it. In the beginning, the IRS was granting favorable rulings in this area. For approximately one year, however, the IRS has refused to grant any further rulings that will give you safe comfort if you contemplate a transaction such as this.

A number of tax commentators still feel this maneuver is safe from IRS attacks and are recommending—with advice of counsel—that such plans continue ahead at full speed. Obviously, without advance IRS blessing, such a tax maneuver is risky. Nevertheless, because of the tremendous tax savings possible via such a tax-free reorganization, you are strongly encouraged (if the circumstances fit) to take a close look at a cash merger.

\*\*\*

**An interesting note.** Ever two years the IRS redetermines the rate it will charge for interest on tax deficiencies. Up until February 1, 1980, the interest rate was a delightful 6 percent. Sorry about that—but the new rate starting this month is 12 percent.

The way the law is structured, this onerous 12 percent rate will be with us until February 1, 1982. The rate will stay in effect regardless of whether prevailing interest rates decline or continue to rise during the period.

Management will be faced with a tough decision if it decides to fight IRS on a contested

These columns are prepared by Blackman, Kallick & Co., certified public accountants under the watchful eye of Irving Blackman. Blackman, also an attorney and author of *Winning The Tax Game*, consults with businessmen around the country on the subject of taxes and profitability. Questions concerning these columns should be addressed to Blackman, Kallick & Co., 180 N. LaSalle St., Chicago, IL 60601.



issue. With a 6 percent rate, the taxpayer was in a "no lose" situation; heretofore, the cost of money was substantially higher than the IRS' 6 percent rate. Even though deductible, the new rate gives the IRS a substantial advantage in negotiating the settlement of what could be a hotly contested tax issue. If you fight and lose, you will not only be forced to pay the additional tax but also 12 percent per annum on top of the tax.

There is one small ray of sunshine in the interest rate increase. Refunds for periods after February 1, 1980 will be paid to you at the new rate.

\*\*\*

Beating the charitable deduction limit. Each year the charitable contributions that a corporation may make are limited to 5 percent of its taxable income. As a result, many corporations that would like to give more, do not because the contribution is simply not deductible. A method has finally been discovered to help such corporations avoid the 5 percent limitation.

The limitation can be avoided by having the corporation create a 10-year-plus trust. At the same time the trust is created, the corporation transfers income-producing property to it. The trust will earn income from this property each year. The trust will contribute to charity all of its income. Thus, the income earned will be offset by a charitable deduction. In effect, the trust will be a tax-free entity. The corporation, on the other hand, can by this method deduct any amount it desires

above the 5 percent limitation. Any capital gains realized by the trust during its 10-year-plus existence will be added to the corpus of the trust and are taxable to the corporation when realized. At the end of 10 years, the corporation will receive back the original amount contributed to the trust together with any corpus additions. The receipt of this property back from the trust by the corporation will be a tax-free transaction.

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# Used Cars



James "Harry" Lawrence

## When There's Not Much to Say . . .

**T**here are few things in life more satisfying than to have an outlet for something you wish to say. There are equally few more frustrating times than having the opportunity to say your piece when you have nothing to say! One would think it quite a simple matter to write a few lines each month and, if one could cover the spectrum of human experience, it might be just that. Surely anyone living in this area who takes a daily newspaper could write columns commenting upon what is or is not taking place in the nation's capital. But, to restrict yourself to the used car business is another thing entirely. For openers, even in the best of times I could deplete my meager knowledge in two or three columns. For closers, we are not enjoying the best of times.

I have not been wrong too many times this year—how many errors can you make in two days? (I'm writing this on January 2.) I tallied a respectable average in 1979, the most recent of which was to tell my wife that I would not buy her a gold coin for Christmas (she mentioned this in late November) because surely this madness must cease. It is not that she is one to rub it in, but she does listen carefully to the financial news in the evening—just in case I might miss the last absurd quotation.

My request for comments did not go unnoticed. Some readers did write their thoughts and some others called. There was a

central theme from the independents, a genuine sympathy for "what the new car dealers must be going through." One dealer's letter was good enough to publish so I wrote and asked him to expand upon it a bit. There is a ring of truth when someone writes from the "field". That's where things happen.

I think I must exercise some care in what I say. Some editions ago I wrote a page about "Does Anyone Up There Care?" I mentioned a few names of those "factory" people involved in used car merchandising. Let's take a look now: two of the gentlemen, Bob Koch and Bill Thee, retired as of December 31. Gee, that doesn't sound *too* bad—Bob is a bit younger than I! But, Ford did not keep all the action, Chevrolet sent Bob Wholehan to Philadelphia as the assistant zone manager.

I wonder how many dealers track the insurance rates on certain cars? I don't know the extent to which the cost of insurance influences a buyer (perhaps it slips by unnoticed in the excitement of buying a car), but it would do no harm to look into it. If one regards all costs, not only is insurance a part of the initial outlay but it is a recurring cost. There appears to be a trend toward basing premiums upon repair-cost history and rate-of-theft record. I am not certain but I believe both GEICO and Allstate are already embarked upon a program of this type. I also believe the Insurance Service Office has

undertaken some studies along these lines. Well, it may be a reasonable way to go—I don't know. I can see that a car with a combination of "problems" could soon become a bit hard to move. Consider a car with a history of above-average cost-of-repair, an above-average theft rate and then add a couple of normal handicaps like poor mpg and the high cost of money. How many of you remember the era of the muscle cars and the premiums on their coverage? I recall our problems with the various little symbols, daggers, double asterisks and whatever, all intended to point out that this car is different. It seems to me that for a time even four-speeds were suspect. There are only a few around but I see the Cosworth Vega is just one digit under the symbol for 'Vette!

Jerry Hayes, Hayes Brothers Buick in Salt Lake City, called toward the end of the year and asked me a rather simple question: "How do you prospect for used car buyers?" He observed the case in his dealership; the new car salesmen made telephone calls and mailed cards but the used car crew just waited for someone to walk in. I never thought about it, I suppose because I had no reason. But I can understand Jerry's concern. Perhaps we could send one crew fishes with bait and the other does not. But, perhaps some of you can give us a hand. How do you prospect for used car buyers? Anyone want to?

(See USED CARS Pg. 22)

The Used Car column is prepared exclusively for **automotive executive** by James H. "Harry" Lawrence, editor of the NADA Official Used Car Guide. All comments or questions pertaining to these columns should be mailed to: "Used Cars," **automotive executive** magazine, 8400 Westpark Dr., McLean, VA 22102.



# Sign of a Leader



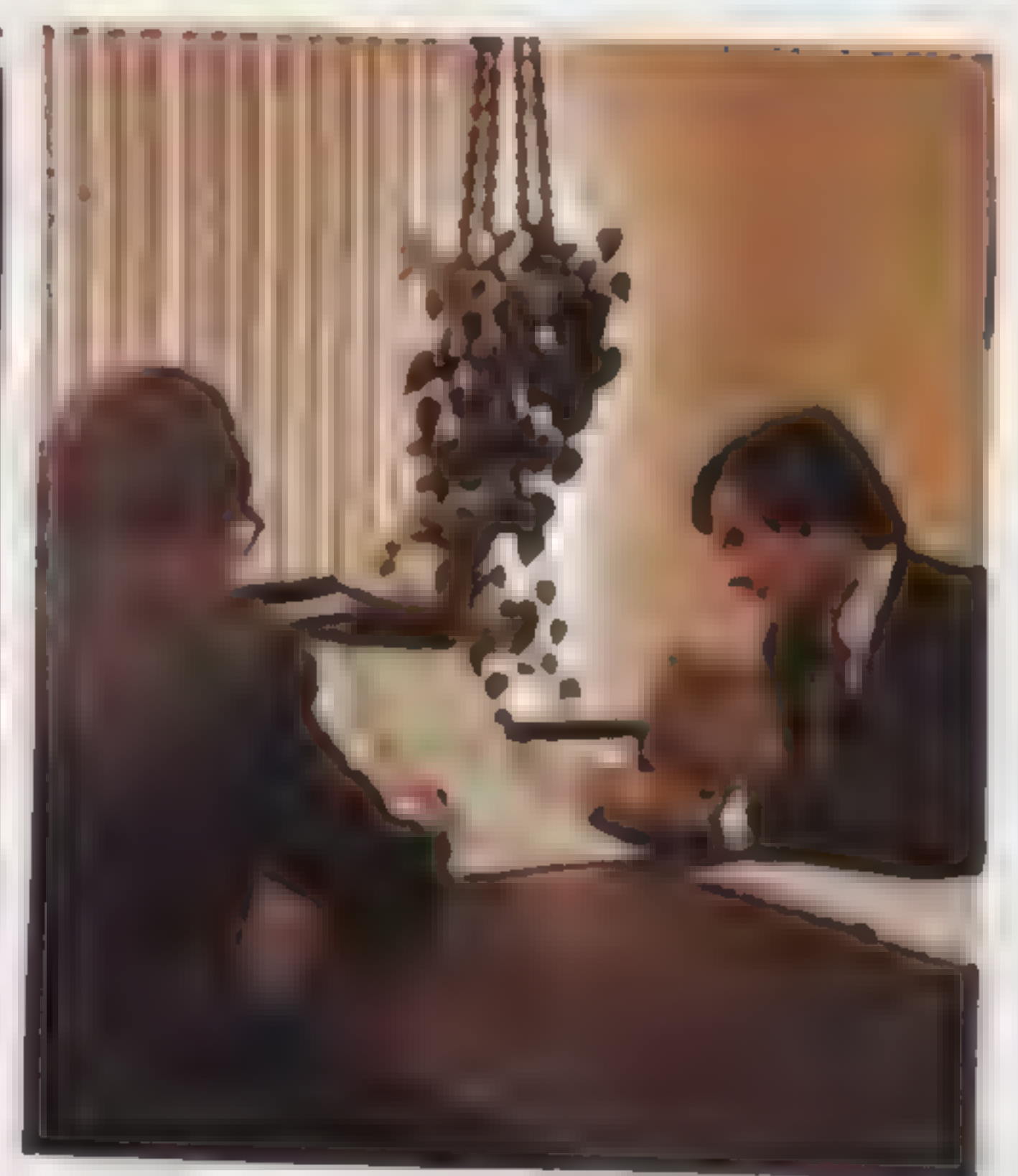
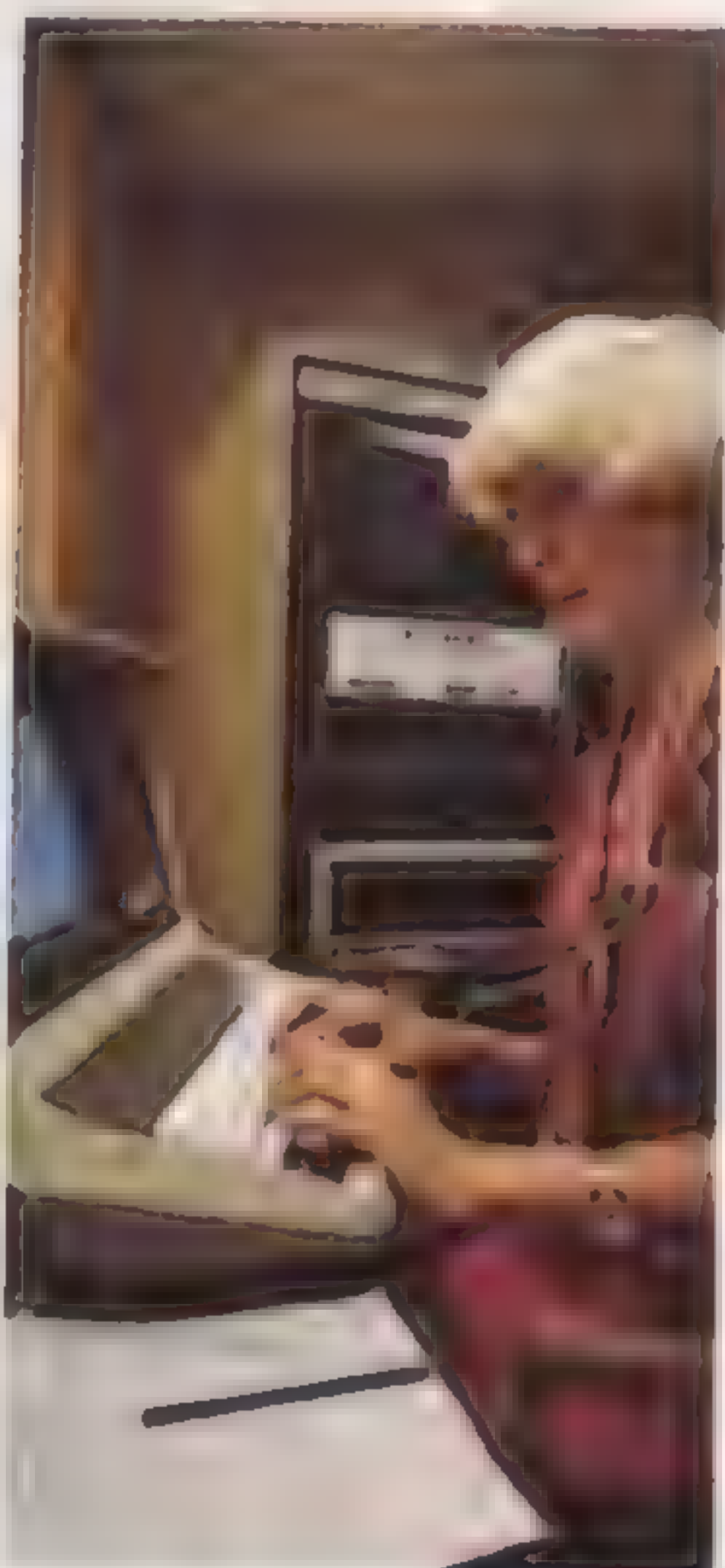
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an article for us? Two double-spaced pages for **automotive executive** or four if you want it in the *NADA OFFICIAL USED CAR GUIDE*. AE has more class, but I must say we do sell a few more *Guides*. True, we do not pay for material used, but consider the honor!!!!

Big cars a bit sticky? I guess so. I sincerely hate to see them go. They have class. It doesn't matter what make car you sell, one can still admire good lines and those last few years of the big ones were a fitting way to close out an era.

It's too bad cars aren't like stamps or coins . . . storage costs would eat up any future profit you might realize from putting away a few soon-to-be classics.

There are times when I wonder about styling vs. utility and their respective impacts on automobile values. Personally, I have long concluded that styling was the thing and only an occasional technically oriented type was interested in the mechanics or utility. I suspect that's changing. Word coming to us is that 4 x 4's are still soft and possibly here is an example of evaluation by utility. As long as the vehicle will do the job for which it was intended, what difference does it make how old it is?

Another segment which appears to be under some pressure—at least based upon

data coming in over the past few weeks—are those cars in the personal, sporty category. These cars have been traditionally strong and perhaps our signals are not true indicators, but our curiosity has been stimulated.

The mid-Atlantic has thus far, up to early January, enjoyed a very mild winter. This could be a big plus since the area is heavily populated and the saving in heating oil could be substantial. Heating oil may not be interchangeable with gasoline, but it is a half-sister to diesel fuel and last winter there were shortages in that. Anything which helps to avoid a return of gas lines is welcome. We have problems enough without that.

Those of you who plan to attend the NADA Convention, why not stop by our booth in the exhibit area. We will have staff members from both the *Used Car Guide* and AE on hand. Just in case you don't know which booth is ours, there should be a crowd—we will have our customary array of portrait artists. There will be a used car workshop in which we will be involved. This will be a little bit different—I hope not too different. We have gone about panel selection a little differently than in previous years.

If you are the kind who has something to say but who hates to write, stop at the booth. Don't let my young associate intimidate you. He's big but he's gentle. Æ

## NADA NOTES

### Notice of Annual Meeting National Automobile Dealers Association

The 1980 membership meeting of the National Automobile Dealers Association will be held in the Rivergate Convention Center, North Hall, New Orleans, Louisiana, commencing at 2:30 p.m., Saturday, February 9, 1980.

Allan R. Rhodes, Sr.  
Secretary

As a public service to NADA dealers, the NADA Retirement Trust, in cooperation with the Southern Eye Bank, the Louisiana Elks, and the Ophthalmology Department of the Schools of Medicine at L.S.U. and Tulane University, will conduct a glaucoma screening clinic at Booth 600 at the convention. Medical personnel assisted by technicians, will be available to conduct the test and to discuss glaucoma, a leading cause of blindness in the United States.

"DON'T GO INTO RETIREMENT BLIND—TAKE THE TEST AND INSTALL NADA RETIREMENT PLAN"

## Letter From The Editors

**R**ecently, Æ printed an article that was rather unusual. It was about a dealer who used various off-beat and apparently successful methods to attract customers to his Cadillac showroom. One of those merchandising vehicles was BRAMANMAN, a cartoon character in the mold of Batman. The start of the article attempted to depict the cartoon

character's world, and was not meant as a depiction of reality. However, we have received strong exception to the article, especially with regard to those opening remarks.

We are extremely sorry if anyone upon reading the December article, "Is This Any Way To Sell Prestige Cars?", feels Æ has maligned the dealers of Miami. This in no

way was the intent of the article. We are proud of the many NADA dealer members in the Miami area. Nothing in the article was meant to suggest any Miami dealer has ever warranted anything less than the pride. If we've given any impression to the contrary, we sincerely apologize.



# The 'TekTor System Works!!

Featured left to right: Roger Boggs, President; John Surratt, Sales Manager; Curtis Allred, Sales Manager; Dick Williams, Marketing Manager R.C.I. 'TekTor

## BOGGS PONTIAC INC.



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HAVELock-CHERRY POINT, N.C.

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6 November 1979

Dick Williams  
R.C.I. 'TekTor  
3920 Northmore Street  
P.O. Box 5464  
Charlotte, N.C. 28225

Dear Dick:

I appreciate your participation in our sales meeting last week. As you know, the 'TekTor System is really working in my dealership, and we're rapidly achieving the goals you and I discussed.

The 'TekTor System, implemented to fit our needs, has raised our gross substantially, while it's flexibility allows us to fit today's market. We appreciate your continuing assistance and look forward to a long and mutually beneficial relationship.

Sincerely,

*Roger Boggs*  
Roger Boggs  
President

PB/c5

Boggs Pontiac, Havelock/Cherry Point, N.C. is another of the many dealers nationwide experiencing the effects of the 'TekTor System. Not a line of raw chemicals, but a real, cost effective marketing and planning system with the dealer's bottom line in mind, encompassing total flexibility, complete internal protection and real profit dollars!!

### Mr Dealer:

Miracles are really few and far between in our business. Don't be misled by all the wild statements in the market place. Ask a 'TekTor dealer for the best, most straightforward facts in the market!! For the name of a 'TekTor dealer near you, attach your business card to the coupon below and drop it in the mail.

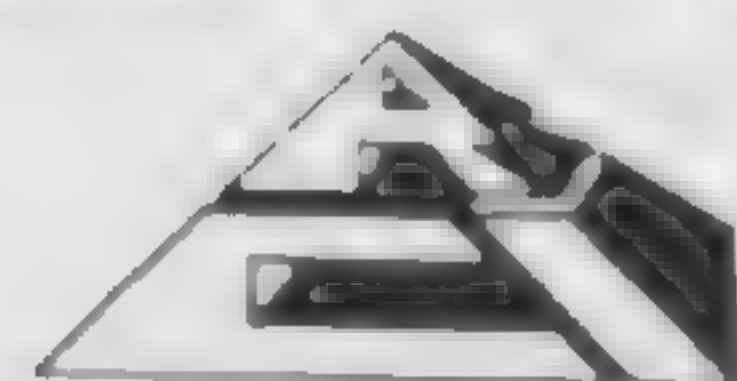
Our Thanks to Roger Boggs,  
His Employees and Customers

...From the 'TekTor People.

The

# 'TekTor

Protection System



R.C.I. 'TekTor  
P.O. Box 5464  
Charlotte, NC 28225

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_

See Us at the NADA Show in New Orleans at Booth #075





**"One look at the Blue Book tells  
why we're ordering most of our cars  
with factory Cruise Control!"**

Jack White, Jack White Pontiac, Inc., Anaheim, California

Jack White knows today's car buyers are value conscious. That's why he says, "There has never been a better time to sell Cruise Control. We're including K30 on almost 80% of our orders." So it's easy for Jack White's salespeople to demonstrate the convenience of factory-installed AC Cruise Control. And it's easy to sell because Cruise Control adds to the trade-in book value of the vehicle.

That's just one of the big reasons more and more customers are

ordering AC Cruise Control on their new cars — and so many GM dealers are specifying it on more and more of their demos and inventory. Combine resale value and day-to-day convenience in driving, and you can see why Cruise Control sales today are 10 times greater than just eight years ago. It's the specifically engineered, factory-installed option that's right for the times. Specify K30 — AC Cruise Control — for your inventory too.



AC Spark Plug Division, General Motors Corporation  
1300 North Dort Highway, Flint, Michigan 48556



# Legal Briefs



## The Auto Industry And The Law

### **Dealers fined for not displaying EPA mileage guides.**

Dealers should get out those EPA mileage guides, and be sure that they are posted in the showroom. The Department of Transportation (the agency charged with the responsibility of administering the program) has, through its agency known as NHTSA (National Highway Traffic Safety Administration), levied civil penalties of \$500 against several dealerships around the country. While the penalties for this offense are allowed to be as high as \$10,000, an NHTSA spokesman noted that the penalties were kept so low this time because the dealers may not have understood their obligation to display the guide.

The Motor Vehicle Information and Cost Savings Act requires that the booklet, which contains fuel consumption data for the current year model vehicles, be displayed prominently in the dealership showroom and that public demand for copies of the guide should be adequately met.

If you do not have a supply of the guides for 1980 (NOT 1979), write to Fuel Economy Technological Information Center, Department of Energy, P. O. Box 62, Oak Ridge, TN 37830 and specify whether you want copies of the 49-state version or the California version of the guide.

\*\*\*

### **Federal Odometer Law for heavy trucks now clouded.**

Dealers are advised that the requirements for odometers on trucks in excess of 16,000 GVW have become very unclear and dealers are advised that failure to give odometer statements on those vehicles may be in violation of the Federal Odometer Law.

Until recently, the law seemed fairly clear. The NHTSA, by federal regulation, exempted vehicles in excess of 16,000 GVW from the requirements of the federal odometer statement. However, in the case of *Lair v. Lewis*, the federal courts disagreed. In a private action against a dealer, a consumer sued for the failure to provide such a form. The dealer countered with the defense that the form was not needed as NHTSA had exempted vehicles in excess of 16,000 GVW. The court held that NHTSA had exceeded its authority in granting the exemption and that the law applied to all vehicles including those over 16,000 GVW.

As such, the law now appears to be that dealers need not fear NHTSA as it will not enforce the disclosure for vehicles over 16,000 GVW, but private parties may bring an action for the failure to provide the form. Accordingly, until this issue is resolved, dealers are warned to provide the forms with *all* vehicles.

\*\*\*

### **Ford homicide trial begins in Indiana.**

The jury trial for reckless homicide against the Ford Motor Co. has begun in Indiana. The company is charged with recklessly designing Pinto and Bobcat automobiles "in such a manner as would likely cause fire" after a rear-end collision. The prosecutor is seeking to apply Indiana criminal law against Ford following a 1978 accident in which three Indiana teenagers were burned to death in a



# Legal Briefs—

1973 Pinto which caught fire following a rear-end collision by a speeding van.

The suit against the Ford Motor Co. is considered to be the first of its kind because a 1977 revision in the Indiana Penal Code permits the company to be treated as a "person" who is subject to the criminal laws of that state. Corporations have been tried for corporate crimes in many states, but not for homicide, until now.

Many commentators have noted that the case against Ford hinges on a series of internal Ford memos that allegedly reveal the company knew before it began production that the Pinto gas tank design was more dangerous than others. At the time of the accident, the National Highway Traffic Safety Administration (NHTSA) had determined that the Pinto gas tank was susceptible to puncture and leaks following collisions. This report resulted in a later Ford recall of 1.5 million Pintos and 30,000 Mercury Bobcats made between 1971 and 1976. The gas tank problem was not found in station wagon versions of the cars and later model Pintos and Bobcats received design improvements. The charge against Ford is that it acted in reckless disregard of human life by producing the Pinto tanks with knowledge of their frailty and by not warning owners of known dangers.

No individuals are named in the case and the company cannot go to jail if convicted. If Indiana is successful in the trial, it can expect to recover only fines of approximately \$30,000. The legal precedent that would be established against Ford, however, could subject it to heavy civil damages in other cases.

## A reader asks:

Recently, I heard that if I add equipment to the new vehicles which I sell, I might be construed to be a "final-stage manufacturer" and, as such, liable for certifying the safety of the total vehicle. What is a *final-stage manufacturer* and what is his liability? Does he have to certify the entire vehicle? That does not seem fair.

Our reader is correct. It is not fair and the federal courts agree with him. Regulations interpreting the National Highway Traffic Safety Act define that a "final-stage manufacturer" is anyone who transforms an "incomplete vehicle" into a "complete vehicle" which then requires no further manufacturing operations to perform its intended function. In other words, if a dealer takes a vehicle and does something to the vehicle which is necessary for that vehicle to perform its intended function, he is a final-stage manufacturer. For example, if a dealer installs an AM/FM radio in a car, he is not a final-stage manufacturer, but if he takes a truck chassis and adds a cement mixer to it, he is.

As to the liability being a final-stage manufacturer imposes—recent federal court decisions have clarified the responsibility of a "final-stage manufacturer" for safety certification of the motor vehicle. In *Rex Chainbelt, Inc. v. Brinegar* [511 F. 2d 1215 (7th Cir. 1975)] and *Rex Chainbelt, Inc. v. Volpe* [486 F. 2d 757 (7th Cir. 1973)] the court held that a final-stage manufacturer does not have to be the sole certifier of a vehicle's compliance with all safety standards. Instead, he must only certify that vehicle for the work that he did to it. As such, each manufacturer will then have to certify and be responsible for the work which he did to the vehicle. Only the work done by the dealer in question must be certified by that dealer to meet federal standards and this certification label must appear on the vehicle.

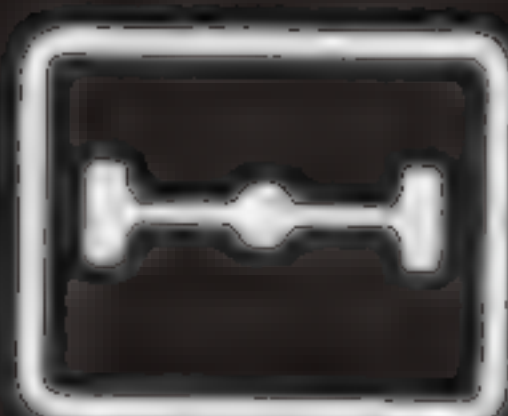




Engine



Transmission



Drive Axle



Steering



Air Conditioning



Front Suspension



Substitute Transportation



Towing



Brakes



Electrical

Time was when dealers and customers were satisfied with limited manufacturers' warranties. Not so today. The need for extended service contracts for new and used cars is growing. And the symbol of Powertrain Plus is fast becoming the symbol that dealers and customers prefer.

The reason for Powertrain's preference is simple. Powertrain Plus earns dealers increased profits, increased service traffic, increased customer satisfaction and more repeat sales. And Powertrain Plus offers customers flexibility. The three basic Powertrain plans along with VeGuard, give the greatest variety of rates and coverage.

Powertrain Plus is a sign whose time has come. Over 150 agents in 48 states are available to help you make it a sign that works for your dealership. And your customers.

# A sign of the times.

**Powertrain Plus**  
offered through Adesco, Inc.

Underwritten by Minnehoma Insurance Company  
P.O. Box 35008, Tulsa, Oklahoma 74135, 1 (800) 331-4065





# Are you selling an Inferior Product?



## Are you selling an inferior product at the expense of your customers and profits?

If you're selling any other sealant that doesn't contain **Teflon**, then you're selling an inferior product. Teflon is the most corrosive-resistant finish ever developed, and only one sealant contains this ingredient... **Tough Sheen • Teflon**. If you're selling another product, you may be losing customers, minimizing your profits, and putting your reputation on the line.

\*Teflon\* Registered Trademark of E. I. DuPont de Nemours Co., Inc.

**For Information, please call toll-free 800-245-4828 (In PA 412-653-7690)**

**Or write: C/R Holding Corp., Inc. P.O. Box 21 Library, PA 15129**

**See Tough Sheen • Teflon at Box Suite A439**



# COMPARE!

## TOUGH SHEEN • TEFLON®

**Better  
Than the Best!**



**Tougher  
in the Test!**

| TESTS                                  | POLYGLYCOAT<br>& ALL OTHER SEALANTS                                       | TOUGH SHEEN<br>• TEFLON •                               | CONCLUSIONS  |
|--|---|---|--|
| Sealing<br>potential &<br>rejuvenation | temporary   | permanent   | TST's a one time application.<br>Other sealants require<br>maintenance kits to renew lost<br>silicones, shine, etc.                              |
| Application<br>& Required<br>Time      | Sensitive to<br>temperature<br>Wipe on 1.2 hours                          | Any temperature<br>Machine<br>applied 1.2 hours         | Machine applied creates<br>highest gloss in industry   |
| Effect of sun                          | Loses gloss<br>90-180 days  | increases gloss   | TST's gloss can actually increase<br>the sun. Other sealants gradually<br>lose gloss.  |
| Effect of acid<br>rain &<br>pollutants | limited<br>protection   | not affected  | The elements don't affect the<br>original protection and shine<br>with TST   |
| Repainting<br>Problems                 | can create<br>complex<br>problems   | none  | No special preparation or<br>requirements needed with TST.<br>Many procedures must be<br>followed to remove other<br>sealants before repainting. |
| Warranty                               | 3 years   | 5 years   | No responsibility for<br>administration by the dealer<br>with TST.<br>The difference in warranty<br>speaks for itself.                           |
| Consumer<br>recognition                | all products<br>combined<br>cannot equal<br>the recognition<br>of Teflon. | 98% of the<br>population<br>knows and trusts<br>Teflon® | Consumers trust the name<br>Teflon® and its high recognition<br>level assures higher profits and<br>volume of business for you.                  |

**Tough Sheen • Teflon® is the most permanent and effective sealant now available for vehicles on the market.** It's totally new, and no other product is like it. Rain, acid, salt and carwash brushes\* can't damage the shine or break down the protection. No other product can make this claim. While sunlight is traditionally an enemy of car surfaces, when **Tough Sheen • Teflon®** is applied, the gloss on the car's surface can actually increase. And **Tough Sheen • Teflon®**'s one-time application provides permanent protection and shine for five years.

\*with proper brush water lubrication

\*Teflon® Registered Trademark of E. I. DuPont de Nemours Co., Inc.

**For Information, please call toll-free 800-245-4828 (In PA 412-653-7690)**

Or write: C/R Holding Corp., Inc. P.O. Box 21 Library, PA 15129

**See Tough Sheen • Teflon at Box Suite A439**



# They're Sayi

**T**hey're saying America is dying.

They were saying it in 1776 when a puny little group of colonies was stupid enough to square off against the unbeatable British Empire.

They were saying it in the 1860s when our young nation was doing its best to annihilate itself in civil war.

They were saying it in the '30s when our once-flourishing economy was in shambles.

They were saying it in 1941 when our mighty Pacific fleet lay decimated in the waters of Pearl Harbor.

And now they're saying it all over again.

You have to wonder just who "they" are. They're probab





# America Is Dying

the same ones who think its laughable to love or even show respect for our nation's flag.

They're probably the same ones who think the American people are *of* the government, *by* the government, and *for* the government instead of the other way around.

They're probably the same ones who think you spell the words *business* and *profit* with four letters.

For certain, they're the same ones who think America's very foundation has been eroded to the point where we're pushovers for a little band of desert bandits whose own foundation is rooted only in shifting sands.

Our foundation crumbling? Baloney! It's been strong enough to build this planet's greatest, richest nation on—in *spite* of some pretty stupid mistakes on our part and in spite of some pretty hefty attacks from outside forces over the years. And it hasn't shown a fissure yet.

Perhaps, instead of worrying so much about our country's *foundation*, they should be more concerned about our country's *backbone*. You see, whoever "they" are, they obviously haven't learned much from our history books or else they would realize it has always been those with a stiff spinal column who have built and protected America's foundation.

Backbone has pulled us through every tough spot in our past. And it will be backbone that will pull us through the present hard times and all the ones that are sure to come.

They're saying America is dying. Hell, they've been saying that for 200 years or more. Thank God we've been lucky enough to always have had a certain group of "backbone" people around who refused to listen to what "they" were saying.



# 8 compelling reasons why Audiovox is the sound of the 80's for the cars of the 80's

- 1** The Audiovox sound systems available to you today incorporate technology that will be current far into the 80's.
- 2** Audiovox was the first company to provide a range of custom radios tailored to the needs of **every** new car dealer — G.M., Ford, Chrysler, AMC and **all** the imports.
- 3** Audiovox introduced and maintains its unique **Lifetime Warranty** — and it's **only** available on products sold through new car dealers.
- 4** Audiovox was a founding member of CASA and helped to spark-plug the campaign that will preserve your ability to stock and sell non-OE sound systems.
- 5** Audiovox manufactures its own installation kits — over 300 variations
- are available. These are designed and tooled by Audiovox to ensure a perfect fit and sustained high quality.
- 6** Audiovox is spending millions of dollars in new quality control procedures and facilities in recognition of the fact that the customer of the 80's will be even more demanding.
- 7** The Audiovox distribution network is the envy of its competitors. It has 30 branches and more than 400 distributors nationwide to continue to provide new car dealers of the U.S.A. and Canada with unbeatable service in the 80's.
- 8** Audiovox will spend \$5,000,000 in the **next year alone**, telling your potential customers about the sound of the 80's.

**See the Audiovox S.P.S. Sound Systems for 1980 at the NADA Show - Booth**

The Audiovox SPS (Special Performance Series) of auto sound components was designed and developed in the audio research laboratories of Shintom Co. Limited, Yokohama, Japan — exclusively for the new car dealers of the U.S.A. and Canada.

For further information, call or write Sales Dept., SPS, a division of Audiovox Corporation.  
150 Marcus Blvd., Hauppauge, New York 11787 (516) 231-7750



# We're taking "MOR" to New Orleans

so you'll have less to  
worry about back home

Your business is always vulnerable to fire, flood, crime, lawsuits and other threats. Unless you've got the steel nerve of a riverboat gambler, that's a frightening thought.

You come to the NADA convention to learn the things you need to know to keep your business on stream. While you're in New Orleans, talk to an American Hardware Mutual man about "MOR" — Management of Risk.

"MOR" is a program designed to evaluate, minimize and manage the element of risk in your operation. Keep your business rollin' along. A free Preventive Management Self-Test Series can pinpoint those areas where you are most vulnerable, and where you've "covered your bets." It could reduce your insurance premiums right away.

Don't be a gambler. Knowing your MOR Score could save your money, your business... even your life.

## American Hardware Mutual Insurance Company

P.O. Box 435, Minneapolis, Minnesota 55441

"Taking the worry out of being in business"

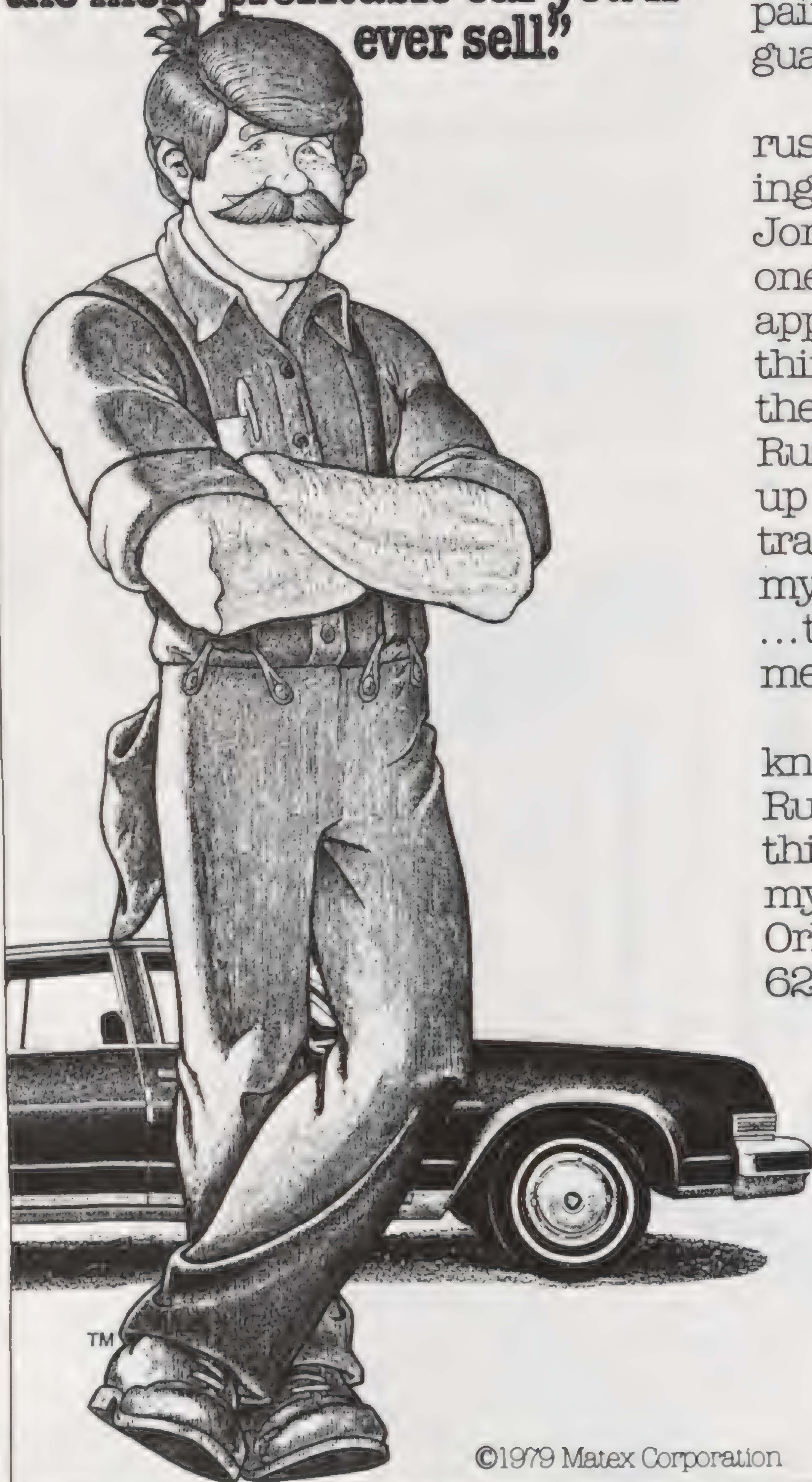
BEST's Rating: A+ Excellent





# Introducing the Rusty Jones<sup>TM</sup> Car Saver System.

**"It's rustproofing plus my new Exterior Gloss Treatment. Together they add up to a Rusty Jones Car...possibly the most profitable car you'll ever sell."**



You see, now I'm also offering dealers my brand new Gloss Treatment. It's an advanced, patented formula that's been in development for over four years. It's the best protection for a car's paint finish, backed by the best guarantee in the business.

Put that together with my rustproofing, and you'll be offering your customers the Rusty Jones Car Saver System...the one new car option that actually appreciates in value. That's something people appreciate. Because they know a rust-free, shiny Rusty Jones car will be worth up to \$600 or \$800 more at trade-in time. That's what makes my Car Saver System easier to sell...to a lot more people. And that means a lot more profits for you.

There's still more you should know. So why not stop by my Rusty Jones Booth #858-908 at this year's NADA Convention or my Hospitality Suite at the New Orleans Hilton. Or call (800) 621-5555 and ask for Sam Hall.

**RUSTY JONES**  
2500 Dealers Nationwide



**SIEMENS**

# Quick thinker, fast worker.

It "remembers" engine specs in one second ... prints a 130-step analysis in four minutes — all automatically.

The Siemens 454 computerized Engine Analyzer is the fastest, most thorough engine testing system you can buy. It makes 130 tests, gives 20 instructions and makes 36 verifications in an automatic test sequence, and delivers a dual print-out with engine faults noted in red.

No more looking up engine data — five years' worth of domestic and import car and light truck specs are on the computer's memory disk. No more hand-writing results. No more guesswork.

The 454 is crammed with time-saving features: self-test for absolute accuracy, automatic and manual testing, analog scope and digital display, integral 4-channel gas, and full-capability wireless remote control. The result? Faster analysis, more accurate repairs, more profit per bay, per day.

Ask for a demonstration in your service department. See for yourself if the 454 isn't the best thing for your service business next to your mechanic.

**Siemens Corporation**

Automotive Test Products  
Englewood, NJ  
Telephone (201) 567-2838

Visit us at the NADA Convention—  
Booths 360, 361, 362 and 410, 411, 412."

**The Siemens 454  
Computerized  
Engine Analyzer**





February 9-12 will be the  
dates and New Orleans will  
be the place for . . .

# NADA CONVENT





**I**t used to be the only "certainties" people said they recognized were death and taxes. That dubious due is still with us, but there have been a few other items added to the list: the swallows will return to Capistrano in the spring; Pete Rose will have his 200 hits when summer wanes; and auto people will converge on an exciting location when NADA holds its annual convention and equipment exposition at the tail-end of winter.

As far as the latter item is concerned, New Orleans will be the place this year and February 9-12 will be the dates.

Business will be the major thrust of the 1980 NADA convention as it has in past years, but—with the backdrop of serious issues and problems facing dealers today—this thrust will be even more pronounced at New Orleans.

Workshops tailored to assist dealers and their managers meet

present challenges are expected to attract concentrated attention. With extended sessions (15 minutes longer than workshops at past conventions) exploring subjects ranging from personal health to increasing dealer impact in Congress, these seminars are definitely attuned to conventioners with serious business in mind. A complete listing of workshops and scheduled speakers may be found elsewhere in this issue.

Another phase of the annual NADA meeting geared to helping dealers bolster business will be the equipment exposition. More than 200 exhibitors have signed up for a share of space on the floor of the spectacular Louisiana Superdome. They will be displaying products and services all aimed at assisting car dealers run a more efficient, profitable operation. See the expo section in this issue for a listing of exhibitors and a floor plan of their locations.

Convention general sessions also will be an important part of the New Orleans schedule. Included at these meetings will be: a report by William C. Doenges, 1979 NADA president; acceptance remarks by incoming president George S. Irvin; the keynote address by Lee A. Iacocca, chairman and chief executive offi-

cer of Chrysler Corp.; and a featured address by William P. Clements, Jr., governor of Texas.

In addition to these important addresses, general sessions also will serve to introduce the present officers of NADA as well as officers who will be serving during the coming year.

One of the high spots of the opening general session will be the introduction of TIME Magazine Quality Dealer Award winners. The TMQDA program, co-sponsored by TIME and NADA, annually honors outstanding franchised new car dealers for exceptional performance in their dealerships combined with distinguished community service. This year will mark the 11th consecutive year for the awards ceremony.

Seventy nominations from automobile trade associations in 46 states and the District of Columbia have been received for the 1980 judging. Nominees will be judged by a panel of faculty members from the University of Michigan Graduate School of Business Administration.

Last year, 68 TMQDA winners from 46 states were selected. Together, those honored dealers sold a combined total of nearly 100,000 new cars during the year preceding their selection.

At this year's awards ceremony, several regional representatives and a national representative will be named from among the winning candidates. The national representative will serve as spokesman for all TMQDA winners. All dealers selected for TMQDAs will be publicized in TIME Magazine.

Aside from general sessions, make meeting also should prove vital to dealers. There will be both import and domestic make meetings held on Meeting Level 200 of the Superdome. Imports meet Sunday, February 10, from 3:30 to 5:30 p.m. while domestics meet Tuesday, February 12, beginning at 3:30 p.m.

Attending each make meeting will be representatives from auto

(See CONVENTION Pg. 40)

# CONVENTION 1980





# How we can help ease you into a computer. Or stop short, as the case may be.

Frankly, we wouldn't want to trade places with you right now. There are just too many things wrong with the market.

But what can you do?

Same two things you've always done when the crunch has come: Work harder. And work smarter.

We don't have to tell you about working harder. You wouldn't have survived this far if you didn't.

Ah, but working smarter: there, we can help.

Because if you're at all typical, your main emphasis is on sales and customer service. And if your agency is at all typical, its structure reflects your interests.

Sales, first.

Service, second.

Parts, third.

And, of course, the business office.

With you in the middle.

Here, we'll show you what we mean.

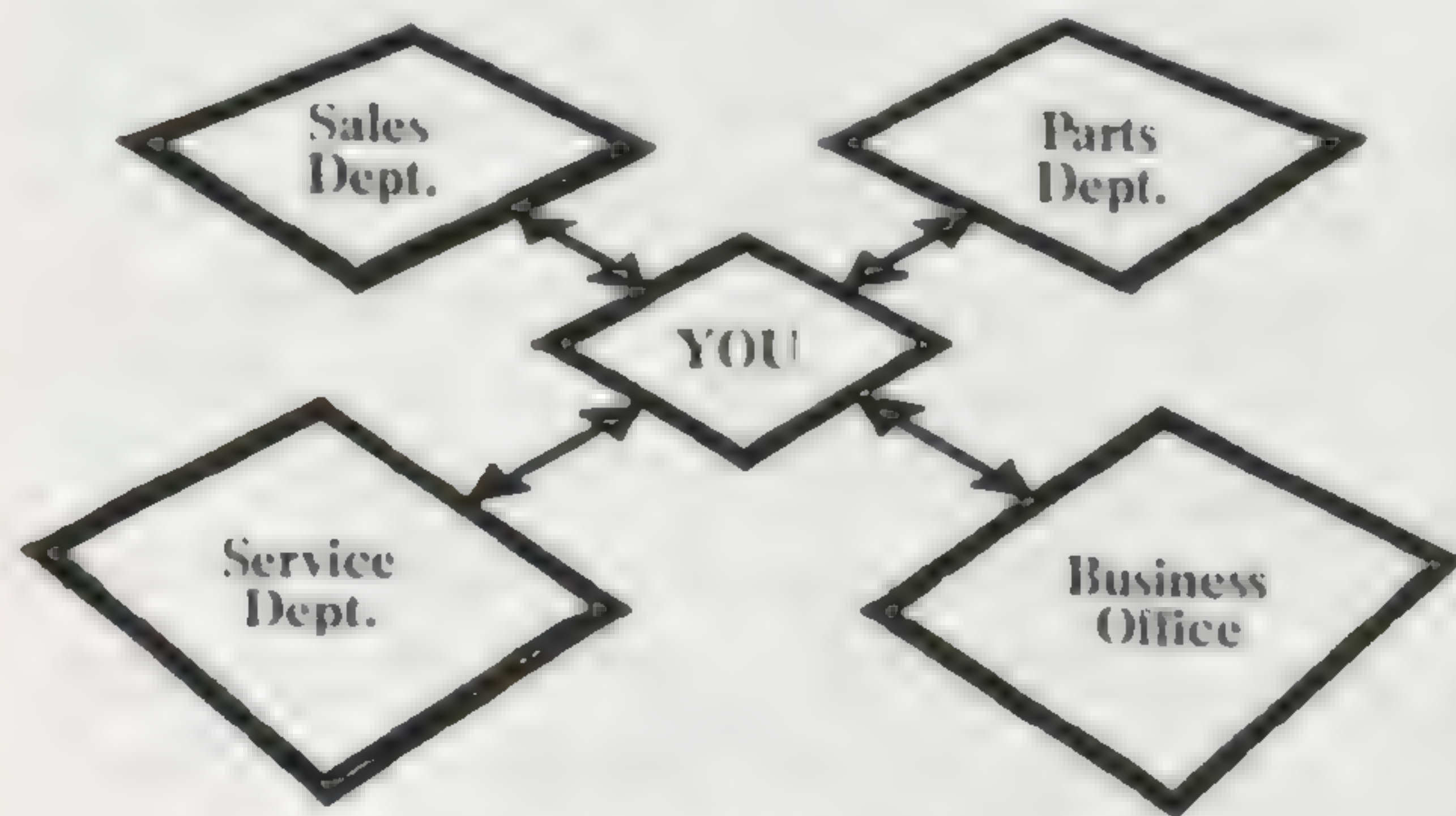


DIAGRAM 1

*The traditional dealership structure. It got you where you are. And we can help you run it.*

Diagram 1 shows the typical dealership. With you right in the center. Which, most times, is as it should be.

Trouble is, that also puts you right in the *middle*. That's a painful place to be because every little problem seems to pass that way.

One answer—the usual answer—is to give the individual department some computing help: accounting control, sales merchandising, inventory control, lease management, and the like.

We can help you with all of that, starting from basic inventory control, growing with you as your needs grow. You're free of the nitty-gritty, left with more time to manage. And sell.

As we said, that's the usual good answer. And more than sufficient for the small dealer.

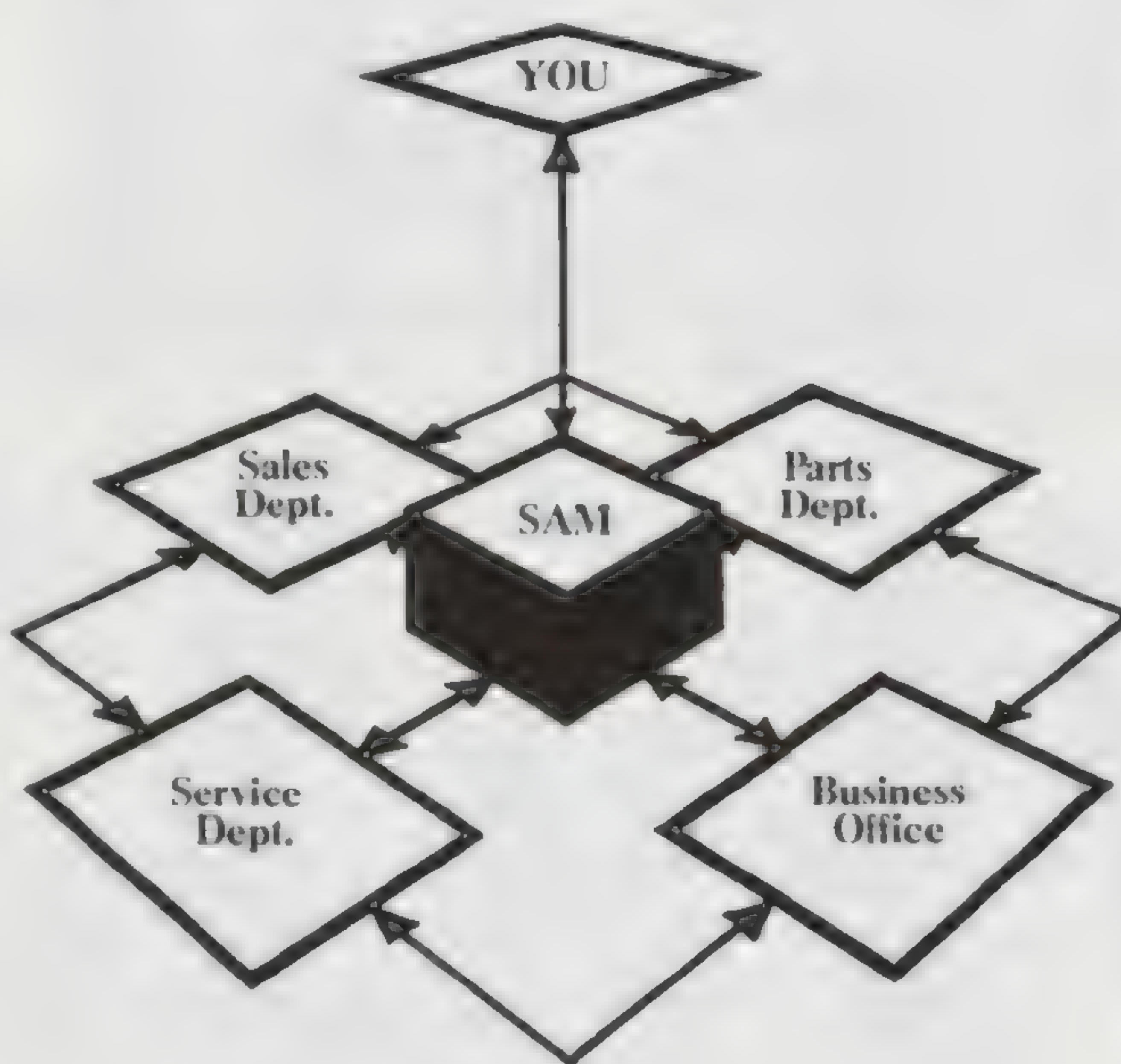


DIAGRAM 2

*The integrated dealership. It will get you where you're going. And we can help you get there.*

But look at Diagram 2. Some dealerships already work this way. And for many, perhaps you, it's definitely due for serious, immediate consideration.

*It's an integrated computer system: SAM, by name. SAM is the logical outgrowth of all the help we've been providing dealers in the past. And our way of insuring that you can continue to grow in the future.*

With SAM, you move up, above the day-in, day-out detail. You're able to maintain a big-picture view of your dealership, regardless of changing market conditions.

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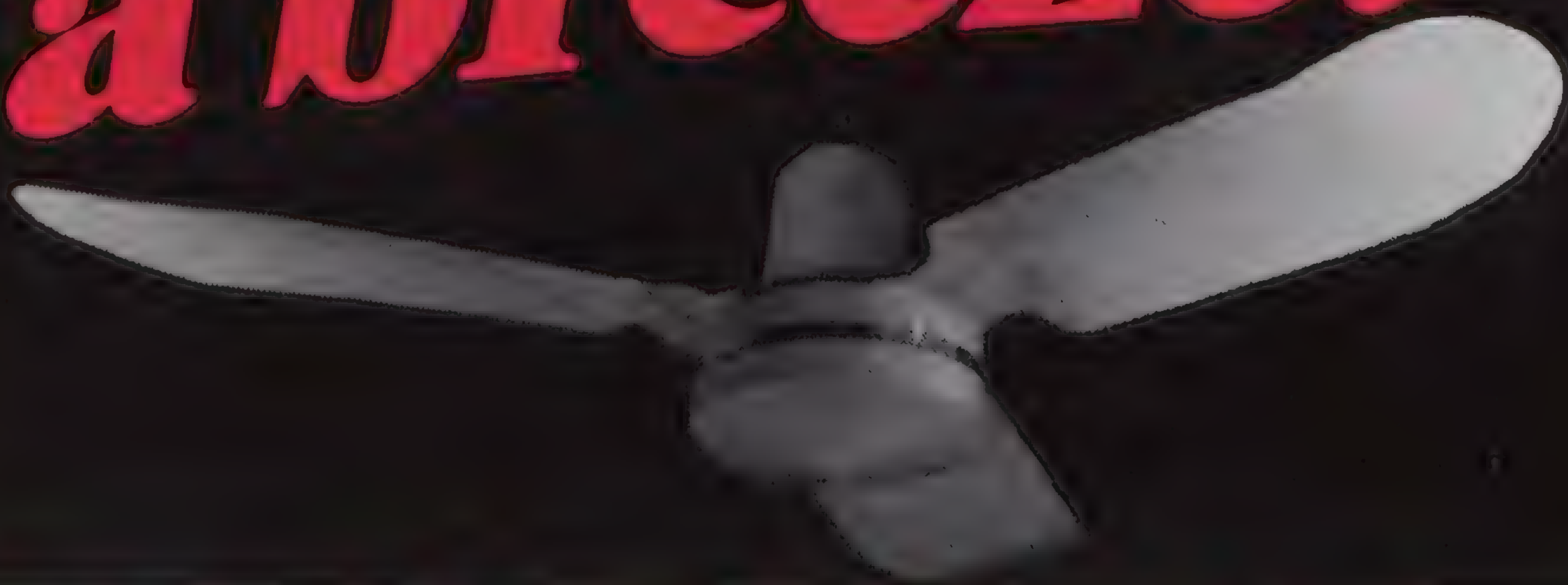
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AS REPORTED IN THE MARCH 1978 AMERICAN TRUCK DEALERS NEWSLETTER

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- Consumes less energy than a 100-watt bulb.



***On tap to help convention attendees and their spouses enjoy spare-time hours to the utmost will be NADA's Life Style Center.***

(CONVENTION From Pg. 37)  
manufacturers who will answer questions and offer advice to dealers. Organized by NADA's Industry Relations staff, the meetings provide a forum for solving manufacturer-related problems.

Another event that has proved very popular with convention goers over the years is the Sunday morning nondenominational worship service. This year's service will be held at Rivergate Convention Center and will feature Pat Boone as the inspirational speaker.

NADA's convention—even in rather grim times such as the present—wouldn't be complete without time for leisure and social activities. Among scheduled events of this nature are a number of receptions, breakfasts, luncheons, banquets and hospitality suites sponsored by state and local dealer associations, manufacturers, exhibitors, and other allied groups. Consult your official convention program for a list of these events.

One of the social highlights of this year's convention will be the

NADA Diamond Dinner and Reception for contributors to the Dealer Election Action Committee. Purchased tickets will be required for this function.

Scheduled for the Fairmont Hotel's International and Imperial Ballrooms, Tuesday, February 12 beginning at 7:30 p.m., the Diamond Dinner will feature a Mardi Gras ball with famed Dixieland clarinetist Pete Fountain and his French Quarter Group. Other entertainment will be provided by the Olympia Marching Band, Herb Tassin's orchestra, and a Mardi Gras Parade Krewe.

Also on tap to help convention attendees and their spouses enjoy spare-time hours to the utmost will be NADA's Life Style Center which will be replacing the customary ladies' program. Life Style "headquarters" will be located in the Marriott Hotel's Grand Ballroom and will be divided into six sections: New Orleans information; the personal care center; the occult area; the paint party; the sports center; and the coffee shop.

Additionally, the Life Style  
(See CONVENTION Pg. 43)





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Model 20C555G shown for GM; similar model 20C555F available for Ford, Mercury, others.

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Here's how the famous RCA name can be more profitable for you. It's a great idea for pleasing your customers and making bigger profits for yourself at the same time. Just feature RCA AutoSound systems in your showroom and figure them into your deals. No matter what type radio or tape player your customer wants, or what make domestic or import cars you sell, RCA AutoSound offers you the sure way to better deals and bigger profits. Because your customers will like our looks and the way we sound. Here's what you get with RCA:

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**The RCA Merchandising Plans.** Through RCA AutoSound Distributors there is a full merchandising plan available that includes customer literature and point-of-purchase material.

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Center will offer interesting, practical seminars as well as a comprehensive tour of the New Orleans area.

Even with all the above-mentioned attractions, the star of leisure-time activity at the '80 convention undoubtedly will be the city itself. "N'Orlins"—as its people call it—is variously nicknamed the Queen City, Crescent City, and the City Care Forgot. It's a place where the contradictions run deep and, with the convention taking place during the opening days of Mardi Gras festivities, NADA visitors will get a chance to see just how deeply they do run.

Only six blocks from the one-lane-wide streets of the French Quarter is the massive Louisiana Superdome, sitting astride 52 acres and towering 273 feet into the air. Midway between that surrealistic-looking structure and the banks of Lake Pontchartrain is City Park. The 1,500-acre beautifully gardened enclave has palm trees, flowering plants, giant ferns, and three 18-hole golf courses. For the past year and a half, it also has had alligators that occasionally eat ducks, swans and sometimes pet dogs. Every so often, the New Orleans newspapers carry a story about park attendants battling alligators. Says one observer, "The alligators appear to be winning."

Few other big cities must contend with a breach of the peace committed by alligators. But then, few other cities have to battle to stay above water. New Orleans does—quite literally. Much of the Crescent City was built upon drained marshes, which have sunken below sea level over the past 250 years. Today, New Orleans sits in a bowl whose rims are the high banks of Lake Pontchartrain and the levees of the Mississippi River. The Mississippi's muddy waters are, on the average, 10 feet above street level. New Orleans owes its survival to an elaborate system of water pumps, which operate continuously to discharge the runoff from rainfall and the seepage from ground water.

The high water table contributes some eerie things to the city's architectural flavor. New Orleans



*Stern-wheelers still plough through the waters of the mighty Mississippi that run alongside New Orleans, offering scheduled tours at a nominal fee.*

cemeteries, it is true, are built above ground. When the city was founded in 1718, the surprised French settlers discovered that graves typically filled with water before the dead could be lowered into them. So they constructed an above-ground system of mausoleums and vaults.

The marshy soil also hampered the construction of tall buildings, contributing to the city's rela-

tively flat look (in comparison with other American cities). Not until 1971, when the 33-story International Trade Mart Tower was completed, did a skyscraper pierce the horizon of the Crescent City. Construction on the Superdome began soon afterward.

Such towering monuments are a world removed from the original French settlement. Laid out in the half-century after 1721 by French

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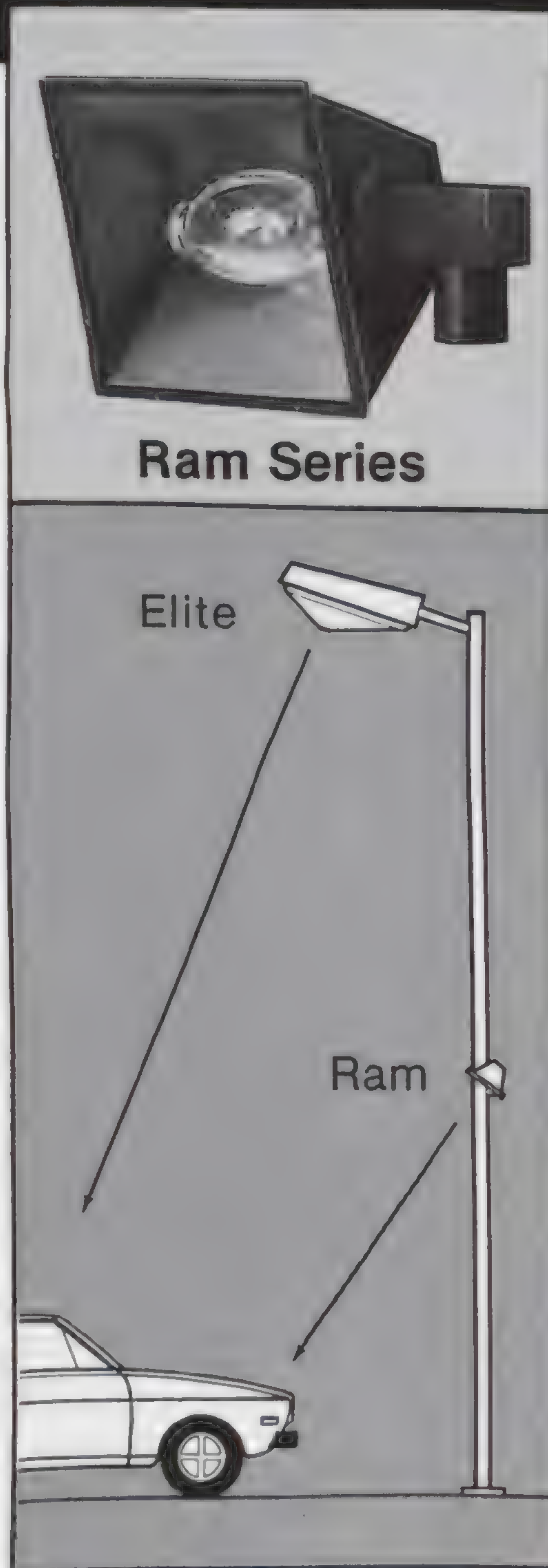
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military architects along the lines of a Renaissance town, the Vieux Carre was designed to be a well-ordered township. Known today as the French Quarter, it is famous for its Old World flavor. The buildings in the 100-square-block area blend French, Spanish, Classical Greek, Caribbean and Victoria architecture, and make extensive use of courtyards, patios, hanging balconies and ornate iron lace grillwork.

The Vieux Carre is best known for its clubs and exclusive restaurants. Reservations must be made well in advance for such landmarks as Antoine's, Arnaud's, Brennan's, Commander's Palace, Dunbar's, and Galatoire's. The reason is the creole cuisine. "It is as delicious as the less criminal forms of sin," American humorist and author Mark Twain once said. Skeptics might try to "swallow" their doubts by tasting the subtly spiced Crawfish Cardinale, Oysters Ellis smothered in rich red-brown sauce, or Bananas Foster—a dessert simmered in a mix of brown sugar, butter, rum and liquors, then poured over vanilla ice cream.

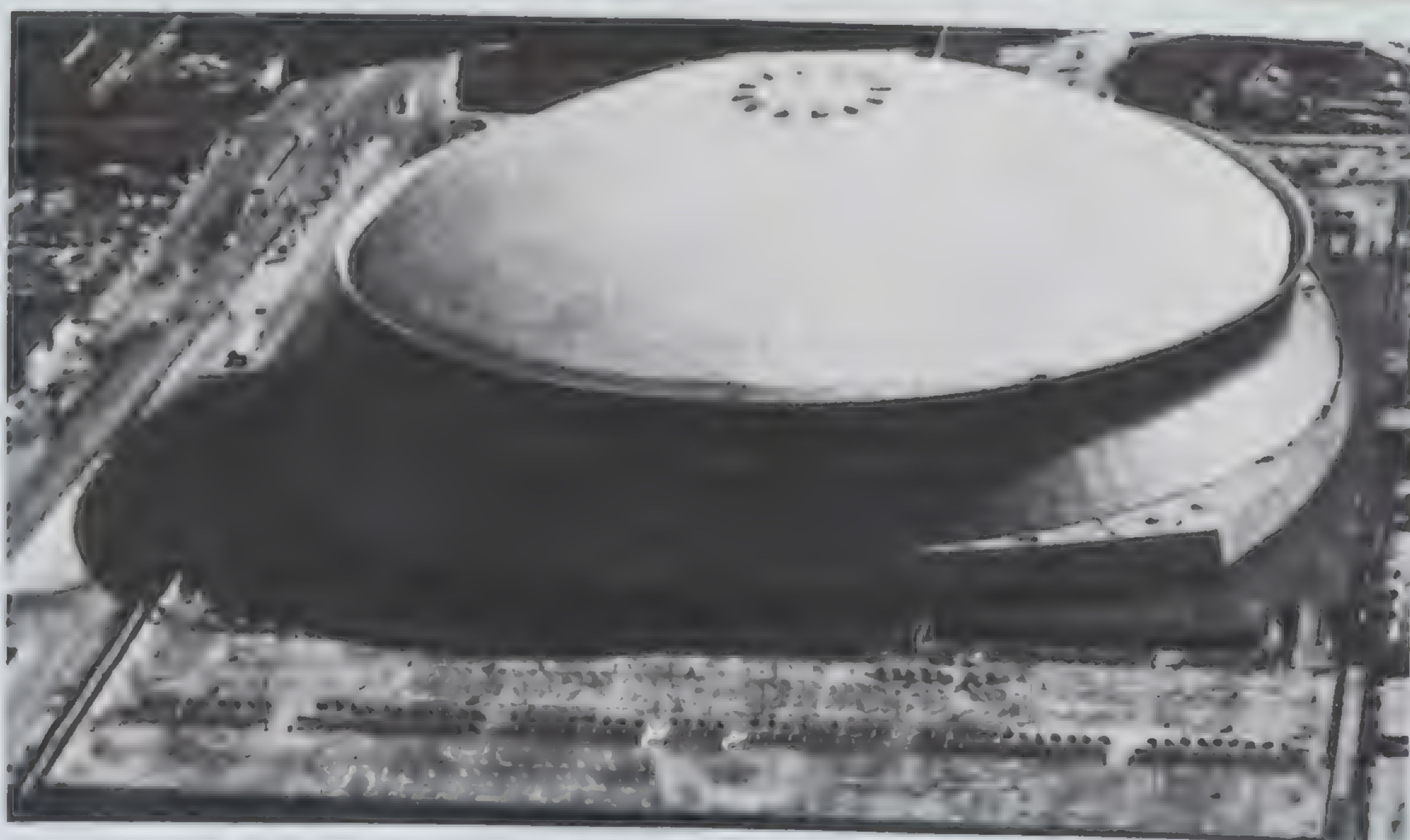
But good food in New Orleans is not limited to the expensive restaurants. At the noon hour, people line up at many oyster bars to mix horseradish, ketchup, hot pepper sauce and lemon juice in a cup. The tangy sauce is then spread on a dozen oysters, which an "oyster shucker" spreads out on the counter top.

Food is one pleasure; the French Quarter offers many more. Rocking dance halls, dinner clubs and bistros abound, and the partying typically lasts into the early hours of the morning. Another pleasure is jazz, the hometown beat of the city jazz musicians call "Big Easy." The Dixieland beat flourishes 365 days a year in several clubs. Jam sessions at Preservation Hall and Dixieland Hall feature some of the real big-name old-timers no longer found on the radio dial.

West of Canal St. and the bustling French Quarter lies an area that has a completely different atmosphere. Shortly after the Louisiana Territory was purchased by the United States in 1803, American colonists streamed in to buy land and estab-



# The 'Dome



If you're visiting New Orleans for the first time, don't be surprised if your initial glance at the Louisiana Superdome leaves you a bit breathless. Specifications of the structure which will serve as focal point for this year's NADA convention activities are staggering:

- The 680-foot-diameter dome, suspended 273 feet (almost 21 stories) above the exposition floor, has an area of 9.7 acres.

- Materials used in constructing the Superdome included a half-million square feet of anodized aluminum siding, more than 400 miles of electrical wiring, 169,000 cubic yards of concrete, and 20,000 tons of structural steel.

- The complex has 88 restrooms, 32 escalators, 10 elevators, 52 convention rooms and 9,000 tons of air conditioning ducts.

The 'Dome is the biggest solid-ceiling, domed stadium in the world. With its garages and grounds, it staddles 52 acres of downtown New Orleans.

The Superdome's eye-

catching design has drawn both fire and praise. Because New Orleans' skyline is relatively flat in comparison to other cities, the dome stands out like a bayou jewel—or a sore thumb—depending on your point of view.

"It's the greatest piece of sculpture I've ever seen," gasped world-famous Japanese sculptor Isamu Noguchi upon spying the 'Dome from an airliner approaching New Orleans International Airport. "After this, we sculptors can quit."

But Calvin Trillin of *The New Yorker* magazine expressed a far different opinion. "It is possible to regard the Superdome," he wrote, "as a sort of modernistic, elephantine version of the Bourbon St. strip joints."

Somewhere between those two extremes lie the feelings of most Louisianans. When the idea for a Superdome was first proposed in 1965, few foresaw

the years of court battles, scandals and the ten-fold cost increase that would become part of the final \$163 million price tag.

Many residents of New Orleans speak in terms of measuring their town against the standard of Houston, their Gulf Coast archrival. They like to say their stadium outclasses the older Houston Astrodome in height, seating capacity and flexibility of use. The Superdome can house many different sporting events, conventions with trade shows, and auditorium presentations that require theatrical lighting. The Astrodome, they say, can't.

While NADA remains neutral in such regional jousting, the Association knows the Superdome is a dynamite site for a convention and exposition. The structure proved its utility and flexibility in 1977, the last time NADA held its annual meeting in New Orleans. Æ

lish residences. But not in New Orleans. Tensions ran high between the brash newcomers and the proud and parochial native creoles. Fights became so fierce and common that Americans settled outside the city.

Thus the Garden District was built. An area of stately Southern mansions surrounded by spacious flowered grounds, these houses boast high ceilings, tall French windows, story-high double doors and graceful winding staircases. Many in the neighborhood above Jackson Ave. near Bayou St. John still stand today, although their

plantations have been sub-divided into city blocks. Reminders of that pre-Civil War prosperity built upon rice, sugar and cotton are the Short-Moran House (1450 Fourth St.), and Koch-Mays House (2627 Coliseum St.), and the Maddox-Brennan House (2507 Prytania St.). They can be reached on the St. Charles Ave. trolley—the last remaining 30-cent line in the United States.

Where can one get a sweeping panoramic view of this historic city? In the ultimate contradiction—a new, monolithic skyscraper. The International Trade

Mart Tower, located at the foot of Canal St. and the riverfront, houses the offices of the maritime industry that made New Orleans the nations' Number Two port (behind New York). From the 31st floor observation deck, one can see the crowded, exciting French Quarter, the elegant Garden District, the Superdome, and the highway bridge that spans Lake Pontchartrain (the longest in the world—25 miles). Above the deck is a revolving cocktail lounge, a relaxed and fitting spot to end a tour of the city jazz musicians call "Big Easy."



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helps build  
profits.**



# The Featured Speakers

**F**eatured speakers at NADA's 1980 convention will provide a wide-ranging view of the American scene since they will be coming from the contrasting sectors of industry, government and entertainment. Representing these areas will be, respectively, Lee A. Iacocca, William P. Clements, Jr., and Pat Boone.

Iacocca, who will give the keynote address at the opening general session Saturday, February 9, is chairman of the board and chief executive officer of Chrysler Corp. He joined Chrysler in November of 1978 after a 32-year career with Ford Motor Co. While at Ford he rose from management trainee to



*Iacocca*

the posts of president and chief operating officer.

A native of Allentown, Pa., Iacocca earned a Bachelor of Science degree from Lehigh University and a Master's degree in mechanical engineering from Princeton University. He also has received honorary doctorates from several colleges and universities including Lehigh, Muhlenberg College, Lawrence Institute of Technology, LaSalle College, and George Washington University.

His business and professional affiliations include the Detroit Economic Club (Sustaining Committee), the Society of Automotive Engineers, Tau Beta Pi, the Conference Board, and membership on the American

Highway Users Conference Board.

William Clements, the first Republican governor of Texas in more than 100 years, will be featured speaker at the closing general session, Tuesday, February 12.

Born and raised in Dallas, Governor Clements left college and a promising collegiate football career when he went to work as a roughneck in the South Texas oil fields to help support his family during the Depression. After returning to Dallas to study engineering for two years at Southern Methodist University, he went to work for a Texas oil field service company.



*Clements*

At age 28, he established his own business—Southeastern Drilling Company. The company, now known as SEDCO, is a major international drilling contractor.

From 1973 to 1976, Clements served as Deputy Secretary of Defense at the Pentagon and was awarded the Department of Defense Medal for Distinguished Service. President Gerald Ford later added a bronze palm to the award and termed Bill Clements the best general manager of the Pentagon he had seen during a quarter-century of service in the nation's capital.

Clements was sworn in as governor of Texas January 16, 1979. At the same time, he resigned as chairman of the board

of SEDCO, the company he had founded, and began a new career in public service.

The name of Pat Boone should be familiar to anyone who has had access to a radio, phonograph, television set or movie theater since the mid-Fifties. Pat has sold more than 45 million records, has starred in 15 motion pictures and, in 1956, was the youngest performer on television with his own network show—*The Pat Boone Chevy Showroom*.

A descendant of Daniel Boone, Pat will be the inspirational speaker at Sunday's (February 10) nondenominational worship service. He was born in Jacksonville, Fla., but his family



*Boone*

moved to Nashville when he was a year old. Local amateur shows and a stint as the master of ceremonies for a high school talent review on radio led to honors on the Ted Mack Amateur Hour and, subsequently, the Arthur Godfrey Talent Scout Show.

In September, Pat was honored with the Israel Cultural Award, Israel's most prestigious award given to a non-native. It was presented to Boone in recognition of his artistry and humanitarianism.

Pat and Shirley are the parents of four girls, one of whom—Debby—is well on her way to becoming a star herself. Her recording of *You Light Up My Life* was a huge hit.



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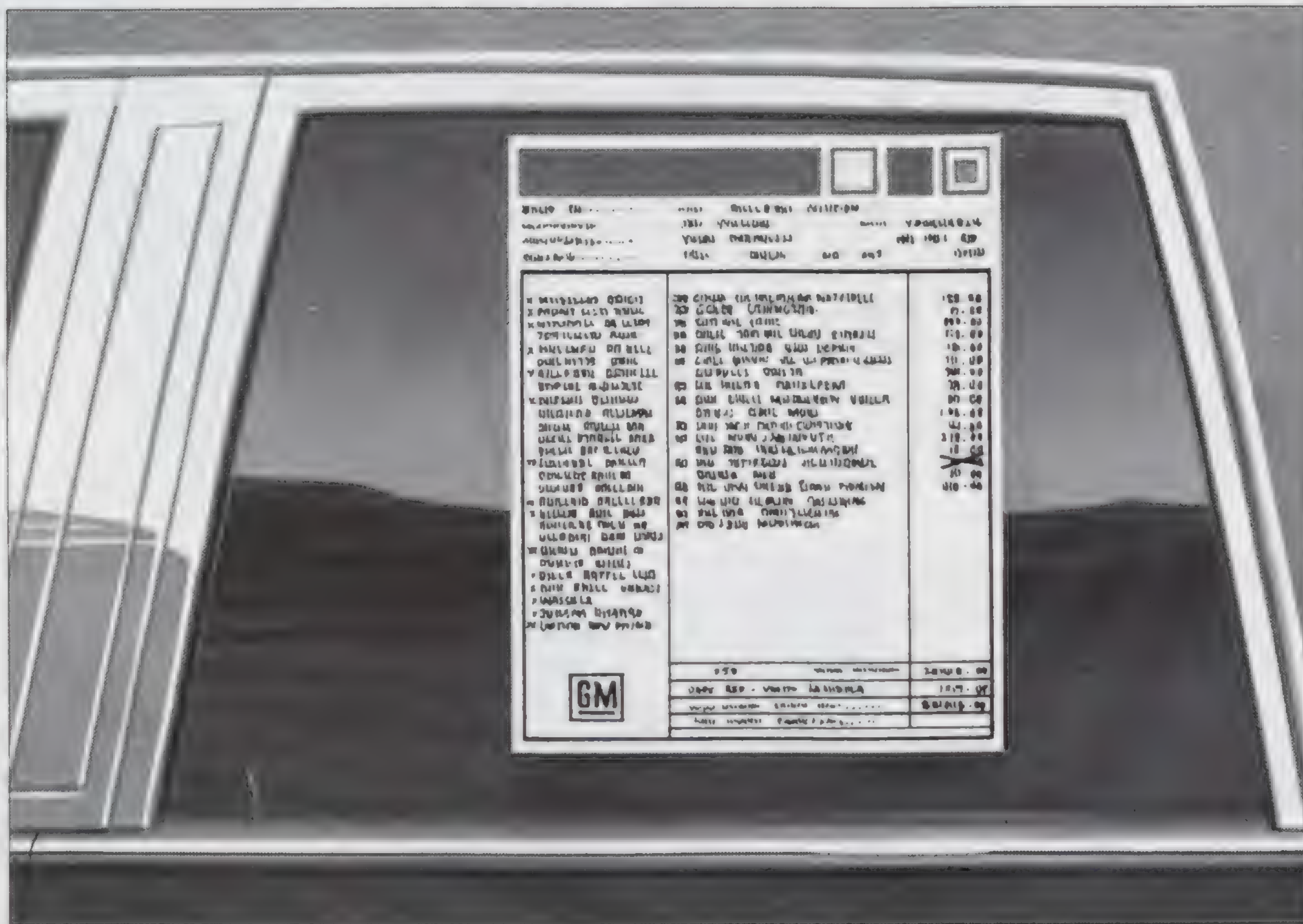


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At a time when vehicle base prices are rising along with the prices of many desirable options, your customers will react favorably to the news that they can now have more sound system for less money. For example, the manufacturer's suggested retail price of an AM/FM stereo with 8-track tape player on a Buick, Oldsmobile or

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### **Assists upgrading from AM.**

The price differential on 1980 GM cars between a basic AM monaural system and all other factory systems has been reduced. The reasons for stepping your customers up to stereo have never been better.

### **Improved competitive position.**

The dealer invoice price on most models of Delco-GM factory stereo has been reduced. The reduced dealer cost means a more favorable position in competing with other dealer and after-market auto-sound sellers. For example, the dealer invoice for an AM/FM stereo with cassette on a Buick or Olds A or A-Special has been reduced more than \$50 compared to our 1979 price. This can significantly strengthen your position in meeting such competition.

Lower 1980 prices can help you sell upgraded factory sound systems—sell them more easily. And strengthen your competitive position.

### **A floor-plan bonus.**

And this can help with your floor-planning costs for stocking cars with factory-installed stereo sound systems.

For more information, "Dial Delco" at these toll-free numbers: (800) 428-0501—in Indiana (800) 382-0531. Or see your GM Parts Division district manager or contact your local AC-Delco Service/Sales Center.

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Marion Willey & Son Ford  
Bountiful, Utah*

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*Bill Grovert  
New Vehicle Administrator  
Lou Grub Chevrolet  
Phoenix, Arizona*

"We sell every Landmark we get in stock. I don't think that the gas situation has hurt us at all. I really don't know what to tell you, except that it's a hell of a van.

People have seen a lot of vans, but not like this. It's what they're looking for. The color schemes are super. The workmanship is excellent. The contour of the van is sleek, and the design of the floorplans is very usable.

We're averaging higher grosses on the Landmark than we are on anything else."

*Nick Varsak  
General Manager & Owner  
Atlas Chrysler Plymouth  
Costa Mesa, Calif.*



# thing another.

"Landmark II is brand new. We've built and priced it so the dealers can hold good grosses on a larger mobile unit.

Landmark II has the same adult qualities that people have come to expect from a Landmark vehicle.

It has the comforts of a real motor home, but it's closer in size to a van. And the gas mileage is good. People are going to buy it."

*Bill Feldhorn, President  
National Coach Corporation*



"We know this type of vehicle has retailed very well over the past year. But our unit goes them one better. We took the adult attitude of the Landmark van and made Landmark II the same way. There's no question about it, it's a winner."

*Tom Hollenbeck, V.P. Sales  
National Coach Corporation*

"Landmark II has a totally new construction. It's made from a Hexcel honeycomb sandwich aircraft material. This makes it super strong and super

lightweight. And because it is so light, it gets the mileage of a full size car. No kidding."

*Jim Barnett, V.P. Operations  
National Coach Corporation*



**In the spirit of good taste.**

Corporate Offices: 130 W. Victoria, Gardena, Calif. 90248 Phone (213) 538-3122

Production facilities: Carson, Calif. and E. Brunswick, New Jersey





*NADA's seminars for dealers and managers this year will be stressing the **THREE YOUs** instead of the **THREE Rs**.*

# *University of Automotive Management*

**This Certifies That**

**JOHN Q. DEALER**

Participated in the Workshop Program

Presented at the NADA Convention, February 9-12, 1980

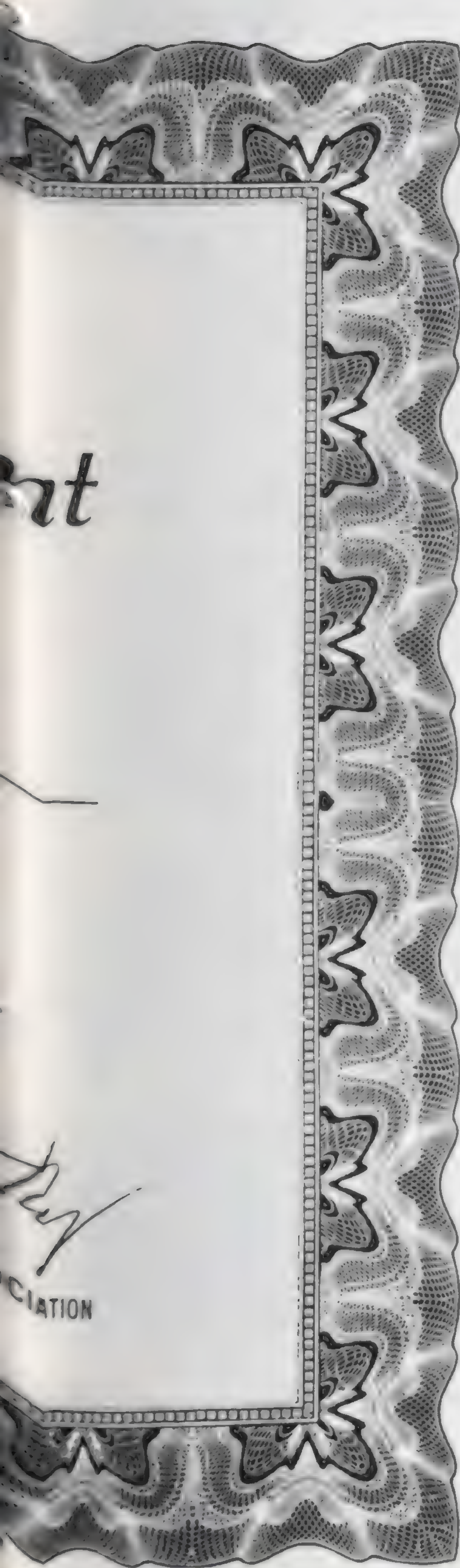
to increase effectiveness in the field of Automotive Management



*[Signature]*  
EXECUTIVE VICE  
NATIONAL AUTOMOBILE D



# CONVENTION WORKSHOPS



**M**ost of us are familiar with educational systems that stress the old "THREE Rs"—Reading, 'Riting and 'Rithmetic. But dealers attending workshops offered by the *University of Automotive Management* at this year's convention will find the emphasis being placed on the "THREE YOUs" instead.

By way of explanation, the "YOUs" refer to the trio of personalities that comprise the total successful automobile dealer: You—the businessman; You—the manager; and You—the person. Each of the seminars making up NADA's *University* curriculum this year will be aimed at bolstering one or more of these YOUs. Taken together, the sum should equal a better dealership operation.

The 1980 workshop schedule will be more concentrated and more comprehensive than any seminar slate ever offered by NADA. There will be more topics covered (30), more speakers (63), and more time allotted for each session (15 minutes longer than in the past).

Spanning a three-day period from Sunday to Tuesday, the workshop schedule offers 103

separate classroom sessions with each of the 30 topics being presented on a multiple basis. The majority of the workshops—16 of them—will be presented four times each. Eleven will be given three times, with the remaining three being presented twice. Such scheduling should provide dealers and managers with the maximum opportunity to attend workshops of their choice.

A special workshop period just for managers has been scheduled during the Sunday afternoon slot from 3:30 to 5:30. This extra period means there will be eight opportunities to attend workshops—two each on Sunday and Tuesday and four on Monday. Attendance at four different workshops during the convention will earn a *University of Automotive Management* certificate for 1980.

The following listing will give you a "nutshell" description of each workshop as well as scheduled speakers, times and locations.



# Workshops

## ALTERNATIVE INVESTMENTS

Protecting earnings from taxation and determining investment mix.

Sunday, 1:30 p.m.; Monday, 8:30 a.m. and 3:30 p.m.; Tuesday, 10:30 a.m. **Room 19.**

### Speaker:

*Ralph Bolen*, President, Ralph L. Bolen Olds, Inc.



*Bolen*

## DEALERS TALK ABOUT MERCHANDISING (UNDER 400)

Basically the same workshop as above, but for limited volume dealers.

Sunday, 1:30 p.m.; Monday, 10:30 a.m. and 3:30 p.m. **Room 15.**



*Wilson*



*Cooke*

### Speakers:

*M. Brack Wilson*, Brack Wilson Ford, Inc.  
*Will Cooke*, Bill Cooke Cad.-Olds, Inc.

## DEALER SUCCESSORSHIP

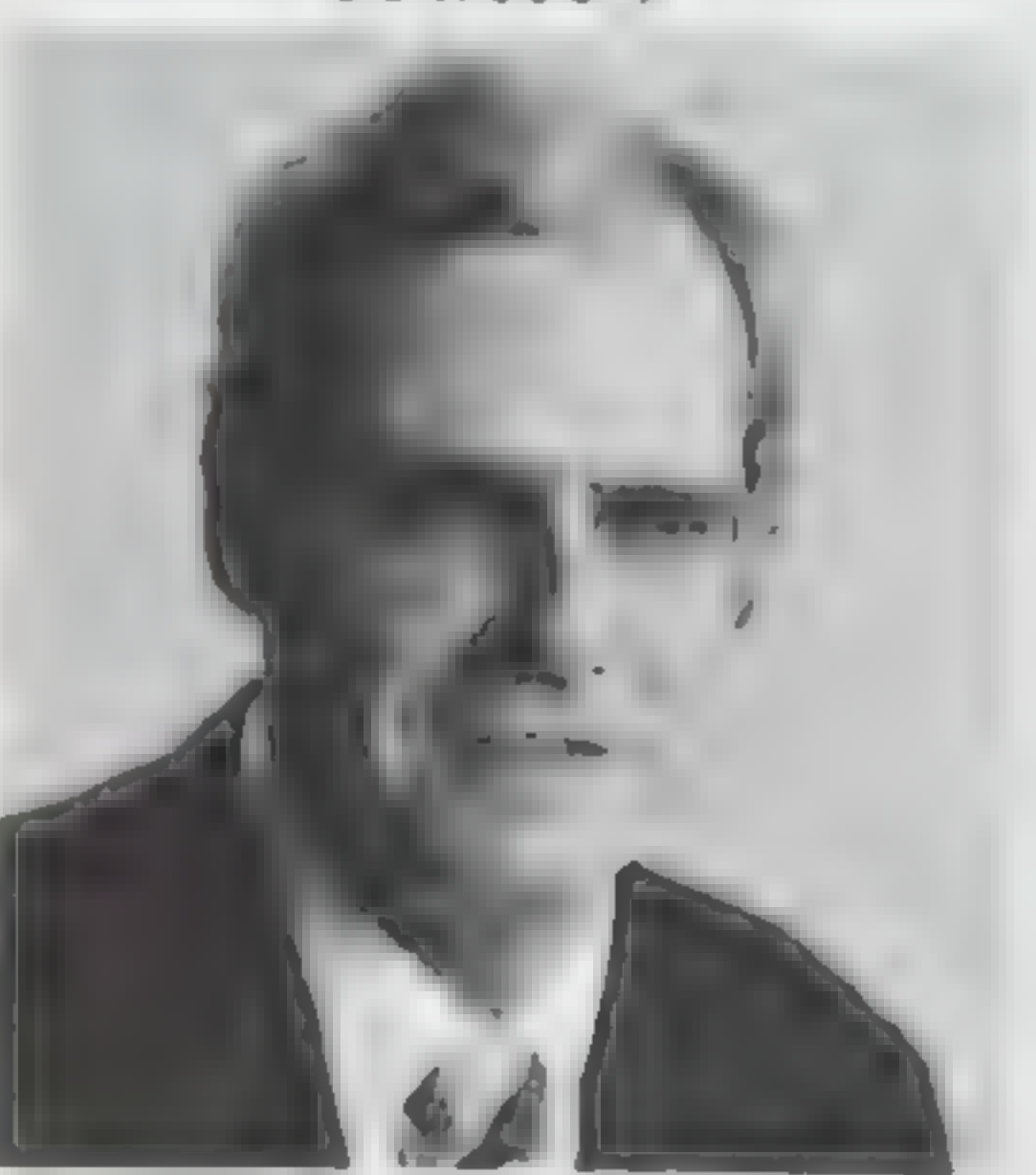
The heir-apparent: the selection and training process.



*Brooks*



*Holley*



*Toomey*



*Huizenga*

Sunday, 1:30 p.m.; Monday, 8:30 a.m. and 3:30 p.m. **Room 2.**

### Speakers:

*Marie Brooks*, Ellis Brooks Chev.  
*John Holley*, John Holley Chev.  
*John Toomey*, Alamo Toyota  
*Walter Huizenga*, NADA Legal Group.

## DEALERS TALK ABOUT MERCHANDISING (OVER 400)

Sales systems, motivation techniques, advertising, etc. for larger volume dealers.

Monday, 8:30 a.m. and 3:30 p.m.; Tuesday, 10:30 a.m. **Room 14.**

### Speakers:

*Charles Appich, Jr.*, Emrick Chev. Sales Corp.  
*William Roberts*, Roberts Mfrs., Inc.



*Appich*



*Roberts*

## EFFECTIVE ADVERTISING

Community image in relation to market area is explored through radio, television, newspaper and magazine.

Sunday, 1:30 p.m.; Monday, 10:30 a.m. and 1:30 p.m. **Room 14.**



*Jones*

### Speaker:

*Kensinger Jones*, Special Advertising Consultant, Wilding Advertising.

## EFFECTIVE LISTENING

Three experts look at listening skills needed to qualify buyers, to communicate with service customers, and to deal with staff management listening situations.



*Cassidy*



*Gordon*



*Coulson*

Sunday, 3:30 p.m.; Monday, 10:30 a.m. and 1:30 p.m. **Room 1.**

### Speakers:

*Edward Cassidy*, *Catherine C. Gordon* and *Louis Coulson*, all of the Prince George's County (Md.) School System.

(WORKSHOPS Continued Page 58)





## There's more to your Buick dealer than just cars.

Much more. Of course your Buick dealer is in business to sell and service Buicks, but that's hardly the extent of his activities. In fact, he's quite involved in the community.

That's because Buick dealers have traditionally been good citizens and neighbors. They lend their support and leadership to civic projects,

athletic teams, and all sorts of special events. They've made commitments to their communities and they wholeheartedly demonstrate them.

We at Buick Motor Division are proud of our dealers. And we'd like to express our appreciation to them for all they do.

# BUICK





# Workshops



Hover

## ELECTING DEALER CANDIDATES

A discussion of effective candidate support—a must for politically active dealers.



Lee

Sunday, 1:30 p.m.; Monday, 8:30 a.m. and 3:30 p.m. Room 22.



Hanna

### Speakers:

Charles Hover, Jr., Hover Ford  
H. Claude DeBeaux, Claude DeBeaux Ford  
Robert Lee, Daniels and Associates  
William Hanna, Mayor of Shreveport, La.

## ESTATE PLANNING SERVICES

The National Automobile Insurance Service Agency offers advice on tax shelters and estate planning.

Monday, 10:30 a.m., 1:30 p.m. and 3:30 p.m.; Tuesday, 8:30 a.m.  
Room 5.

### Speakers:

Paul West, NADA Staff  
Roger Dunker, Connecticut General.



West



Dunker

## EXPENSE CONTROL

How to review the monthly financial statement to pinpoint expense trends.

Sunday, 3:30 p.m.; Monday, 10:30 a.m. and 1:30 p.m.; and Tuesday, 8:30 a.m. Room 20.

### Speakers:

James Ryan, John Ryan, Inc.  
Phil Smart, Phil Smart, Inc.



Ryan



Smart

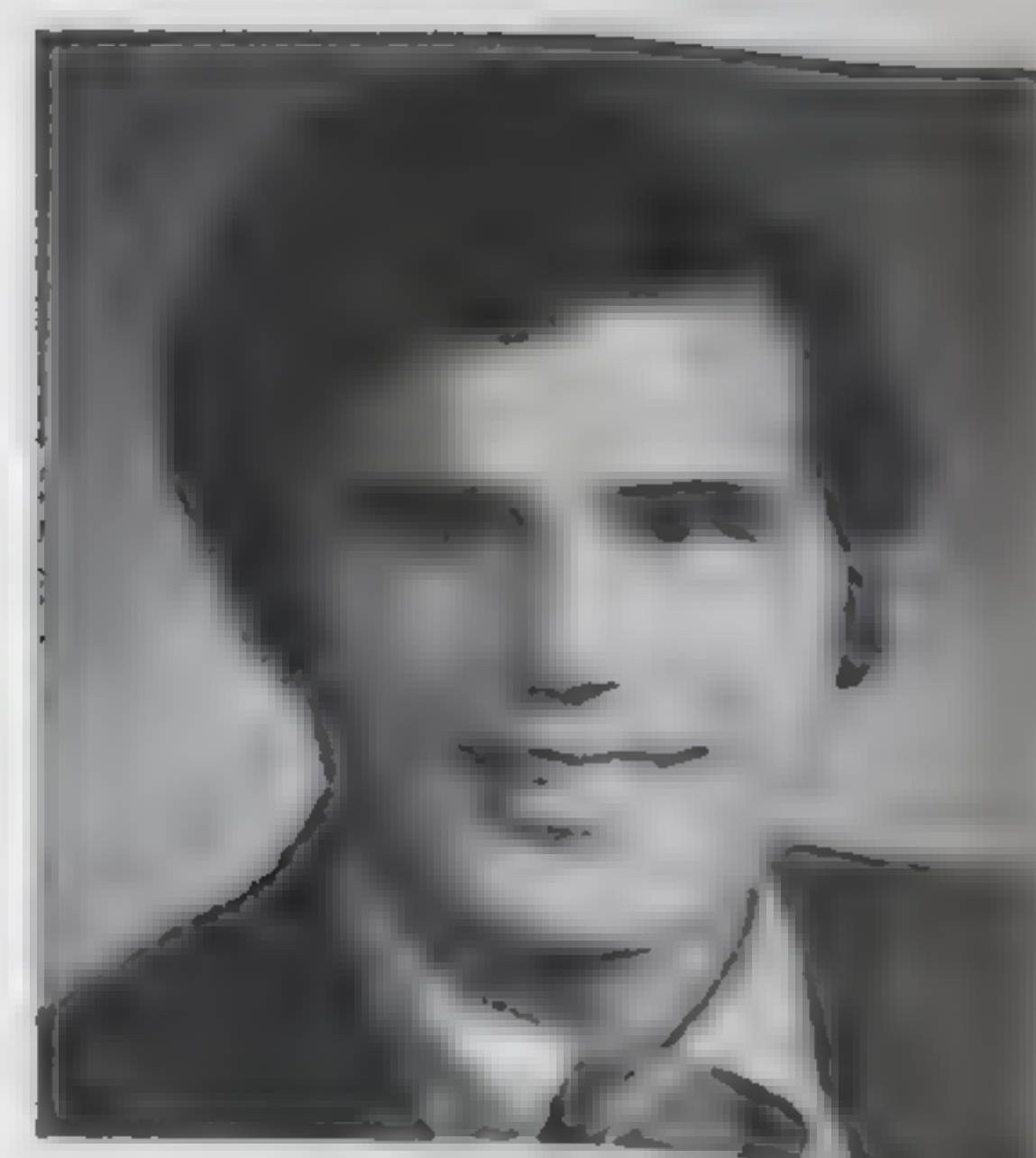
## HIRING DOS AND DON'TS

An informative blend of job descriptions, personnel records, interviewing forms and questions, testing, and reference evaluation.

Sunday, 1:30 p.m. and 3:30 p.m.; Monday, 10:30 a.m.; and Tuesday, 8:30 a.m. Room 17.

### Speakers:

Steve Cabot, Pechner, Dorfman, Wolfe, Rounick and Cabot  
Herbert Greenberg, Personality Dynamics, Inc.



Cabot



Greenberg



Tisdale

## HOW TO RUN AN EFFECTIVE MEETING

Basics on how to run different types of meetings with emphasis on motivation.

Sunday, 1:30 p.m.; Monday, 10:30 a.m. and 3:30 p.m.; and Tuesday, 8:30 a.m. Room 12.

### Speaker:

Brad Tisdale, Vice President-Marketing, Automated Marketing Systems, Inc.

## HOW HEALTHY ARE YOU?

Tips on increasing longevity and warning signs of major diseases.

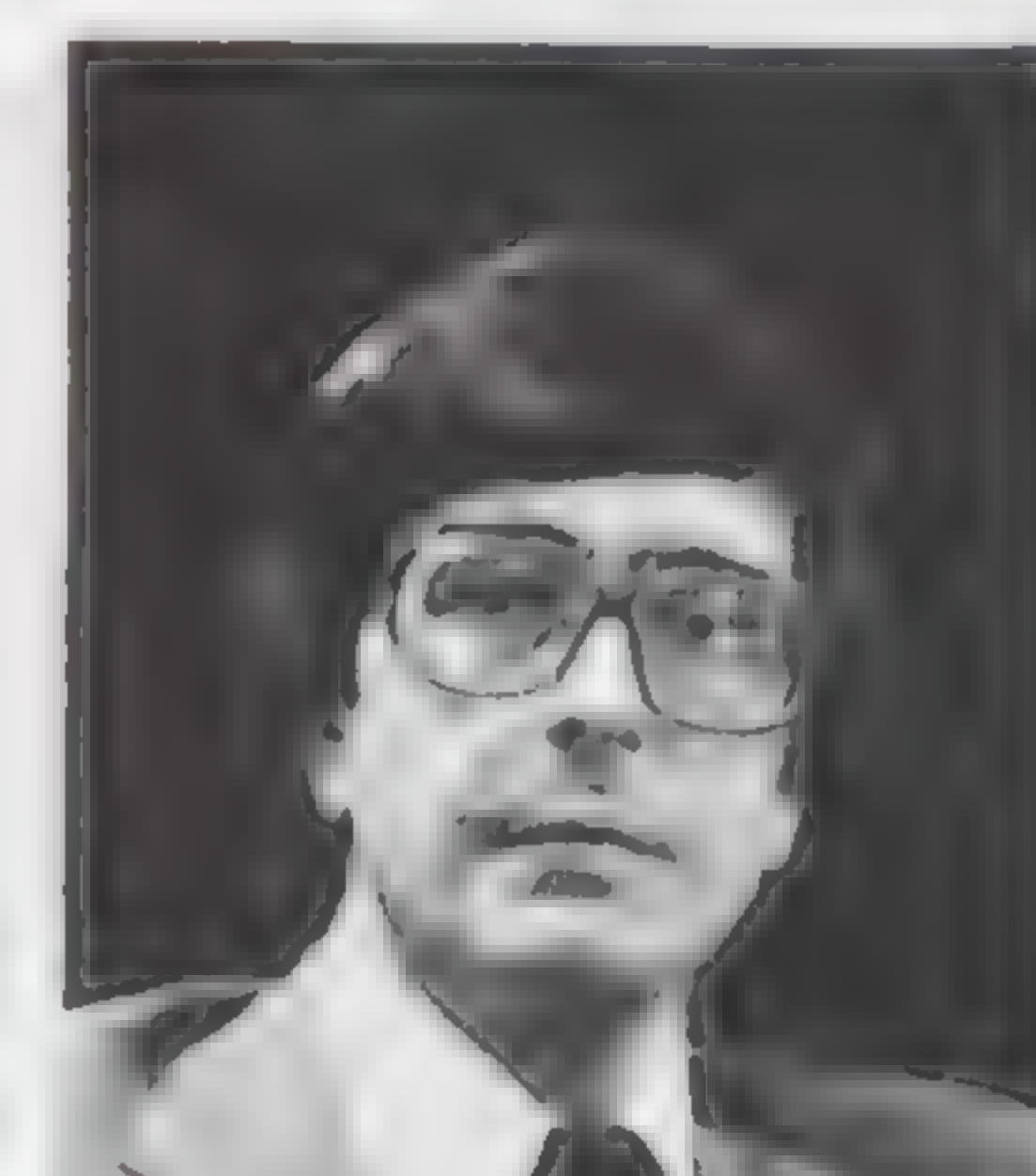
Sunday, 1:30 p.m.; and Monday, 8:30 a.m., 10:30 a.m. and 3:30 p.m. Room 4.

### Speaker:

William Iles, Loma Linda University School of Health.



Iles



Greene

## INCREASING DEALER IMPACT IN CONGRESS

Staying informed on current Congressional issues that directly affect dealers.

Sunday, 1:30 p.m.; and Monday, 10:30 a.m., 1:30 p.m. and 3:30 p.m. Room 21.

### Speaker:

Thomas Greene, NADA Executive Director—Legislative Offices.

(WORKSHOPS Continued Page 63)



# **RVIA WHEELS & DEALS FOR THE DEALER**

## **Vans, Pick-ups and 4x4's SHOW**

**LAS VEGAS CONVENTION CENTER**

**May 14-16, 1980 — DEALERS**

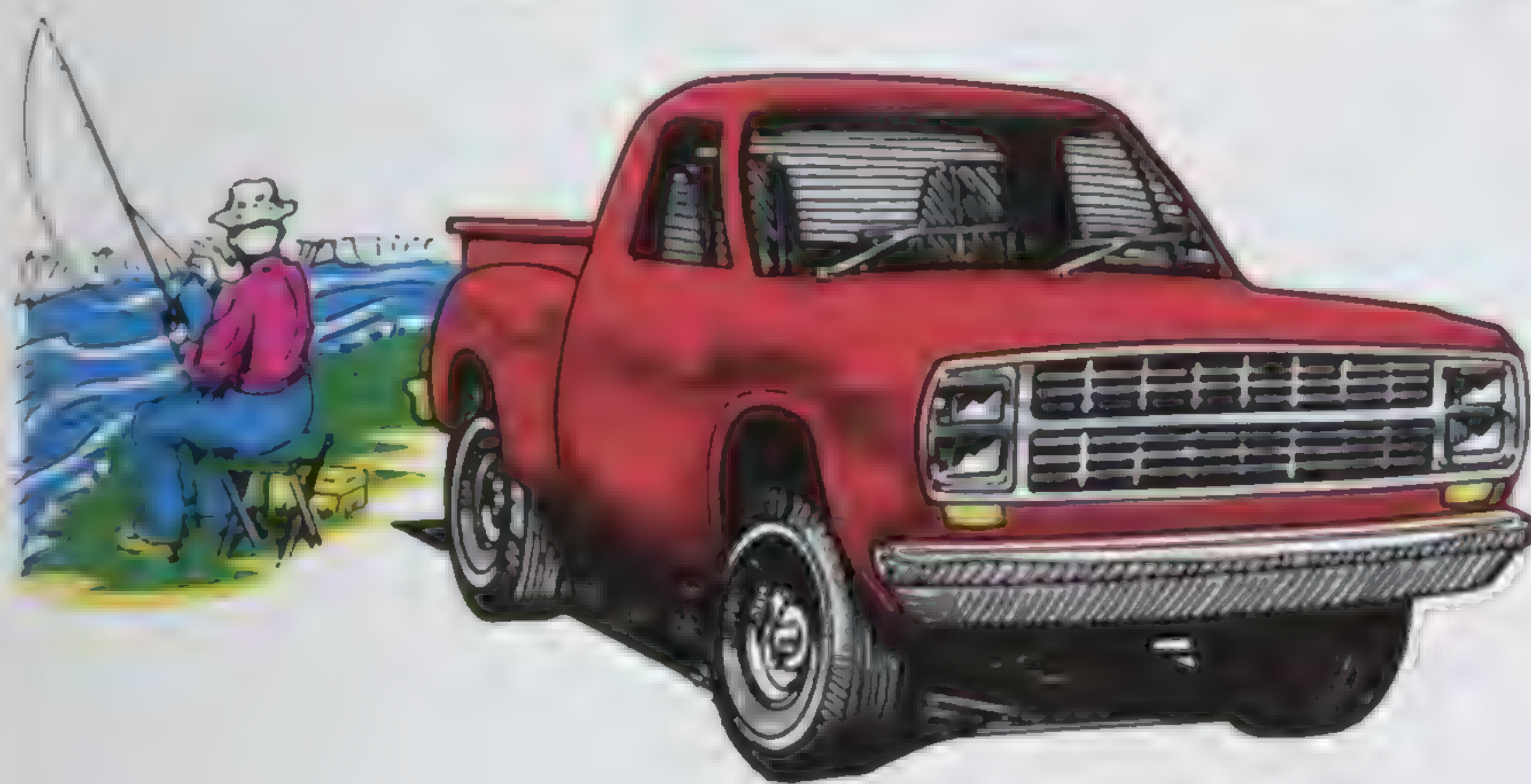
**May 16-18, 1980 — PUBLIC**



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Company Commuter



**Announcing the only multi-use vehicle show of its kind in the country where Economy, Sales and Profits head the industry's priority list for the 80's.**

The trend toward commuter vans for saving energy and parking spaces is only one of the many bright prospects for sales in the new decade.

Fleet managers will see the potential of larger payload and new mileage economy vehicles.

**Get on the Vanwagon  
Join us in Las Vegas  
May 14-18, 1980**

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# Don't check out of town on your new

Before you buy ANY wrecker...remember, N



## NEW! HOLMES 440 HI-POWER WRECKER

Holmes "old faithful" Model 440 has been replaced by the super 440 HI-POWER with full 5-ton winch/boom capacity. Two new all-steel bodies have redesigned tailgates and contoured side panels! See and operate this exciting mechanical wrecker at your nearest Holmes distributor.



**MODEL 1000** — A 4-ton wrecker with electric winch, electro-hydraulic boom lift for towing and light duty recovery.



**MODEL 1100** — 5-ton single winch, fully hydraulic wrecker for smooth, dependable performance. Boom is power operated.



**MODEL 1200** — Sleek 7-ton, twin winch wrecker; fully hydraulic. Power operated boom extends, retracts, raises and lowers while loaded!



**MODEL 480** — Multipurpose twin-boom mechanical wrecker; 8-ton capacity. Need more power? Get Holmes Model 500 with 10-ton muscle!



# Put yourself up quality wrecker!

## BODY beats the guts you get with a Holmes!

Quality never costs as much money as it saves. Compare quality before you invest your money in ANY wrecker. Don't be blinded by flashy chrome and paint. Remember, the guts of any wrecker is its winch, and if anyone says he has a stronger, safer or longer lasting winch than the one you get with a Holmes, it's not true. Holmes designs and produces its own winch. Most other wrecker manufacturers buy theirs from outside sources. A value comparison with the most popular winch proves Holmes far, far superior. Remember, too, Holmes offers the broadest line of hydraulic and mechanical wreckers, with a size and type for every need and pocketbook. They're sold and

served in most major cities by the industry's largest group of distributors in the U.S. and Canada. So, before you buy ANY wrecker, compare quality, price, resale value and the availability of parts and service. You'll win with Holmes!

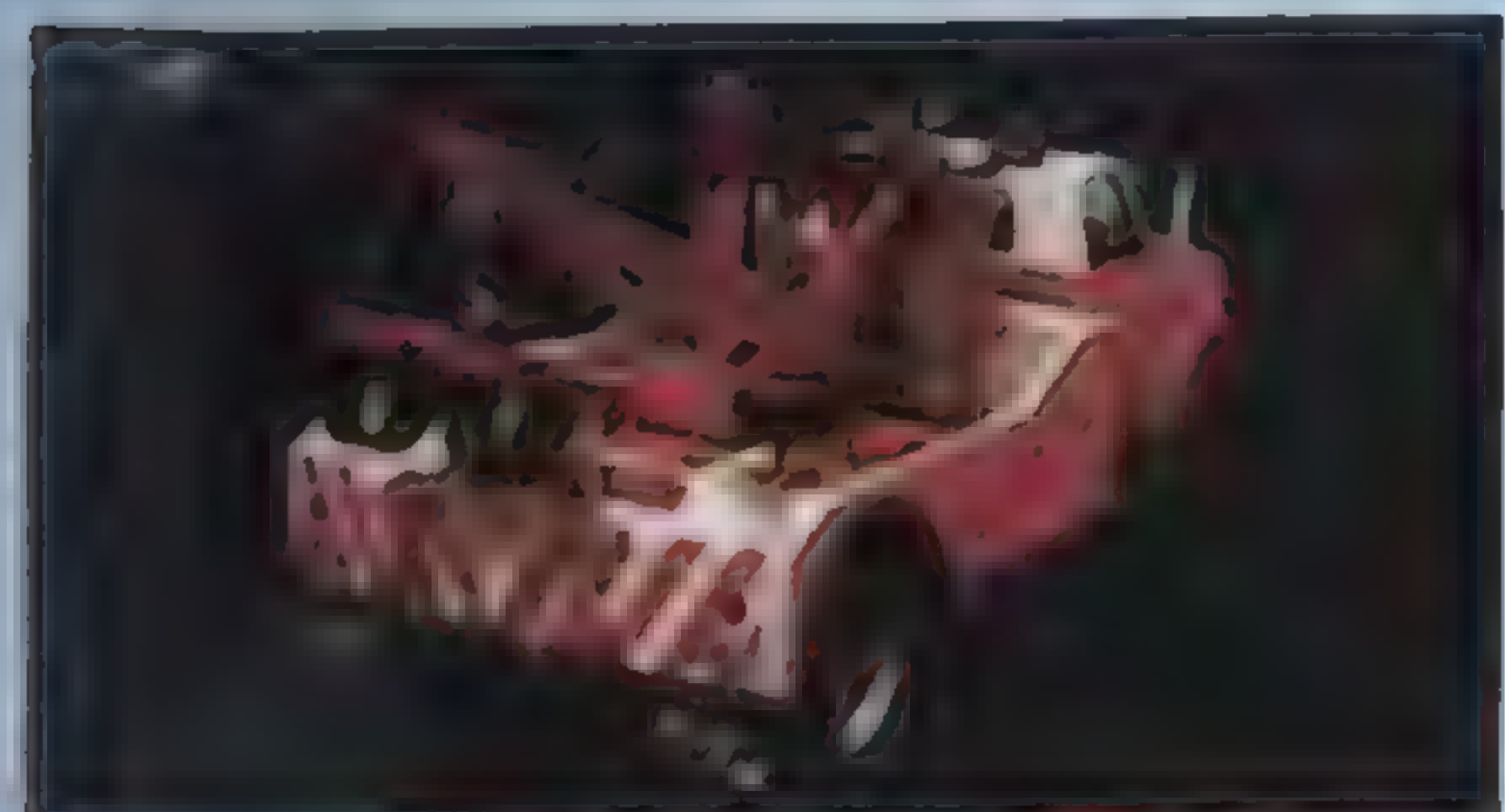


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**AND DON'T FORGET...**  
Holmes offers a full line of carriers with tilt beds.



**MODEL 400** — Versatile 16-ton power mechanical wrecker for heavy duty towing/recovery work. Optional extendible booms.



**MODEL 750** — Rugged 25-ton power mechanical wrecker for the really tough jobs. Also, Holmes Model 850 with 40-ton recovery power!

Write or call today!

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280

- ☐ Have a Holmes representative contact me.  
☐ Please send additional information about the complete Holmes wrecker line.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

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3-way protection system.

TM



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## The fight is on

As never before, this selling season is going to be a battle.

High interest rates. Soft new car sales. Cash flow problems. And, confusion over all the late entries into the rustproofing business.

At ECP with 10 years experience we recognize that these conditions call for a restructured program.

## A new high-impact umbrella name. AutoArmor.

We selected AutoArmor in a search for a brand name that had the highest impact for both rustproofing and paint protection. AutoArmor is relevant to both, is memorable, and implies protection.

## A sales concept that offers customers what they want most. And makes it easy to close the sale.

We learned from marketing research that rustproofing and paint protector are car care products most wanted by new car customers.

So we developed the 3-way protection concept. Rustproofing underneath with a heavy abrasion and corrosion resistant coating.

Rustproofing inside with a lighter coating in all doors and panels.

Paint protection outside via a glossy shield. This add-on valuable paint protection enables you to dramatically improve your dollar profit per car.

## A lifetime warranty plus Warranty Insurance.

AutoArmor offers an outstanding lifetime multiple repair warranty on rustproofing, transferrable to second owners. And a three-year warranty on paint protection. In addition, ECP carries insurance on these warranty programs. In today's changing market, where suppliers come and go, ECP's insurance makes it clear that you will not be responsible for someone else's warranty claims.

## The program will be supported by a heavy barrage of advertising.

AutoArmor will soon be the best known rustproofing and paint protectors in the business. Your customers will know about AutoArmor when they come in to buy their new car.

ECP Incorporated  
1200 Jorie Boulevard  
Oak Brook, IL 00521

Have a salesman contact me with details on the AutoArmor program, and how I can qualify for a 5% or 10% discount.

Name \_\_\_\_\_

Dealership \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

☐ Distributor inquiry

ECP is currently looking for Distributors in selected markets who are interested in the AutoArmor program. Please check this box and fill in information above.



# Workshops



Stephens

## LIFE SAVING FIRST AID

Demonstrations of first aid techniques.



Burdett

Monday, 8:30 a.m. and 1:30 p.m. Room 3.



Roberts

### Speakers:

Larke Stephens, Yvelle Burdett and Regina Roberts, all of the Hotel Dieu Hospital.

## LIFO

Emphasis on most current IRS rulings on LIFO inventory valuation as related to dealers.

Sunday, 1:30 p.m.; and Monday, 10:30 a.m. and 3:30 p.m. Room 6.

### Speaker:

Don Wiese, Touche Ross and Co.



Wiese

## MERCHANDISING LEASES (ADVANCED)

Converting buyers to lessors, profit guidelines, and advanced merchandising techniques.

Monday, 1:30 p.m. and 3:30 p.m.; and Tuesday, 8:30 a.m. Room 16.

### Speakers:

John Downes, Lease One Corp. Maury Wilkins, Hoffman Green Leasing, Inc.



Downes



Wilkins

## MOTIVATING SALESMEN FOR PROFITS

Secrets of effective sales and realizing sales force potential.

Sunday, 3:30 p.m.; Monday, 8:30 a.m. and 1:30 p.m.; and Tuesday, 10:30 a.m. Room 15.

### Speaker:

Art Niemann, Ryan Management.



Niemann

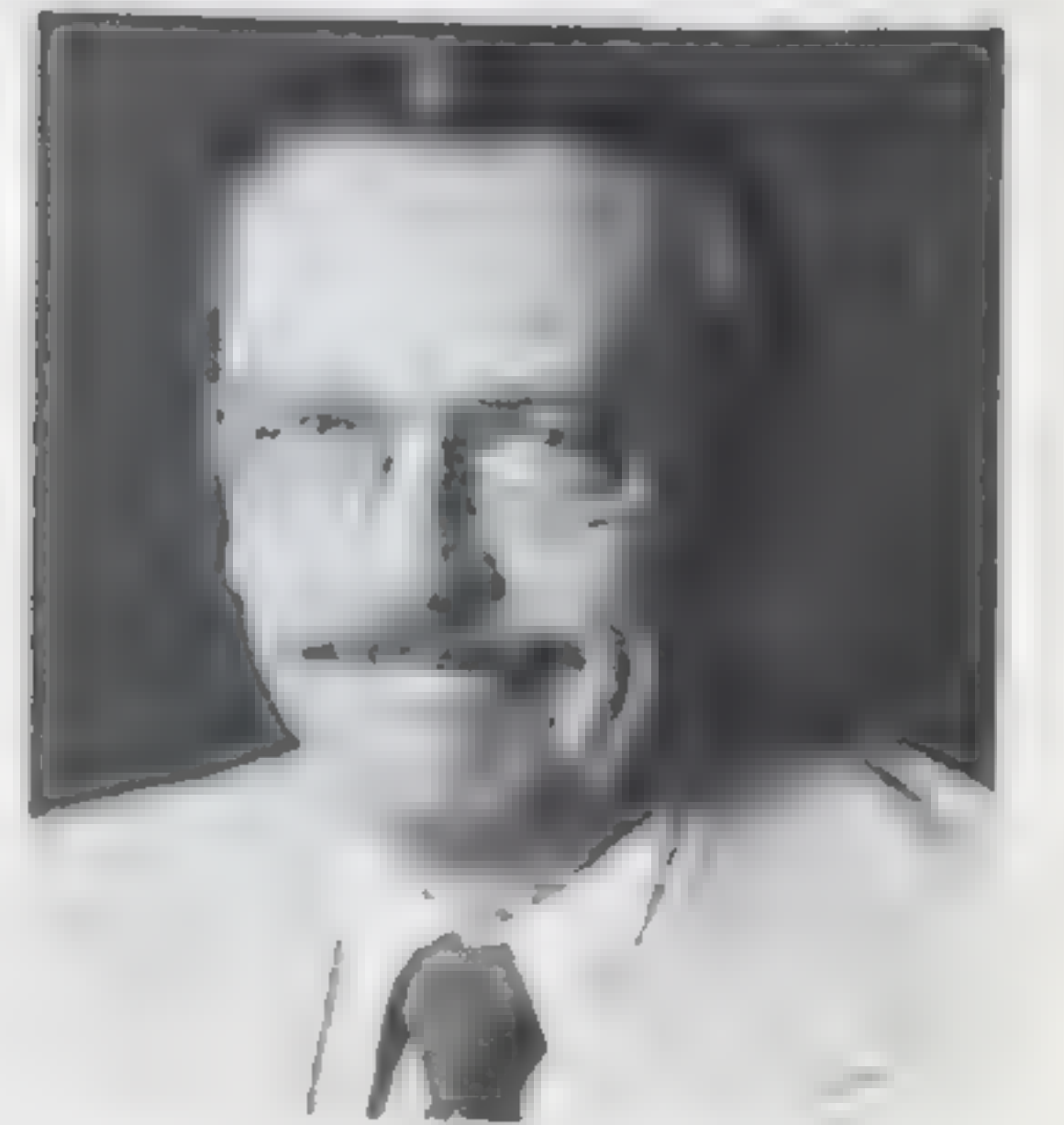
## NADA 20-GROUPS

Learn about the largest Management Consulting Team Service available to dealers today.

Sunday, 1:30 p.m.; and Monday, 10:30 a.m. Room 18.

### Speakers:

David Durfee, Durfee Chev., Inc. Phil Isbell, Holiday Olds Alfred Shockley, Shockley VW, Audi, Inc.



Durfee



Shockley

## NADA SALES TRAK

A time-efficient management system for your sales department.

Sunday, 3:30 p.m.; Monday, 8:30 a.m. and 3:30 p.m.; and Tuesday, 10:30 a.m. Room 18.

### Speakers:

Lee Markquart, Markquart Motors Steve Wancik, NADA Sales Trak.



Markquart



Wancik

## HEAVY DUTY TRUCK PROFITS

The *Business Week* Truck Dealer of the Year expounds upon the profits to be made in the truck business.

Sunday, 1:30 p.m. and 3:30 p.m. Room 13.

### Speaker:

Quitman Lindley, Lindley International, Inc.



Lindley



Nicholes

## PARTS INVENTORY CONTROL

Detailed discussion of manual and computerized parts inventory basics.

Sunday, 1:30 p.m. and 3:30 p.m.; and Monday, 1:30 p.m. and 3:30 p.m. Room 11.

### Speaker:

Mike Nicholes, Mike Nicholes, Inc.

(WORKSHOPS Continued Page 64)



# Workshops



Crawford

## RECOGNIZING AND CONTROLLING STRESS

Recognition of non-productive levels of stress in employees and family.

Sunday, 3:30 p.m.; Monday, 1:30 p.m.; and Tuesday, 8:30 a.m. and 10:30 a.m. Room 4.

### Speaker:

James M. Crawford, Dean, Loma Linda University School of Health.

## (NADA) RETIREMENT PLANNING SERVICES

Pension plans and profit sharing programs.



McEleney



Kent



Gandolfo



Tufts

### Speakers:

Warren McEleney, McEleney Motors, Inc.

Kenneth Kent, Kenny Kent Chev. Co., Inc.

Joe Gandolfo, Joe Gandolfo, CLU and Assoc.

Henry Tufts, NADART.



Loewen



Southwick

## SETTING SERVICE PROFIT GOALS

How to forecast income and expenses for a service department.

Sunday, 3:30 p.m.; Monday, 8:30 a.m. and 1:30 p.m.; and Tuesday, 8:30 a.m. Room 7.

### Speakers:

Herman Loewen, Loewen Chev.-Olds, Ltd.

Tim Southwick, Toyota of Berkeley.

## STARTING A LEASING COMPANY

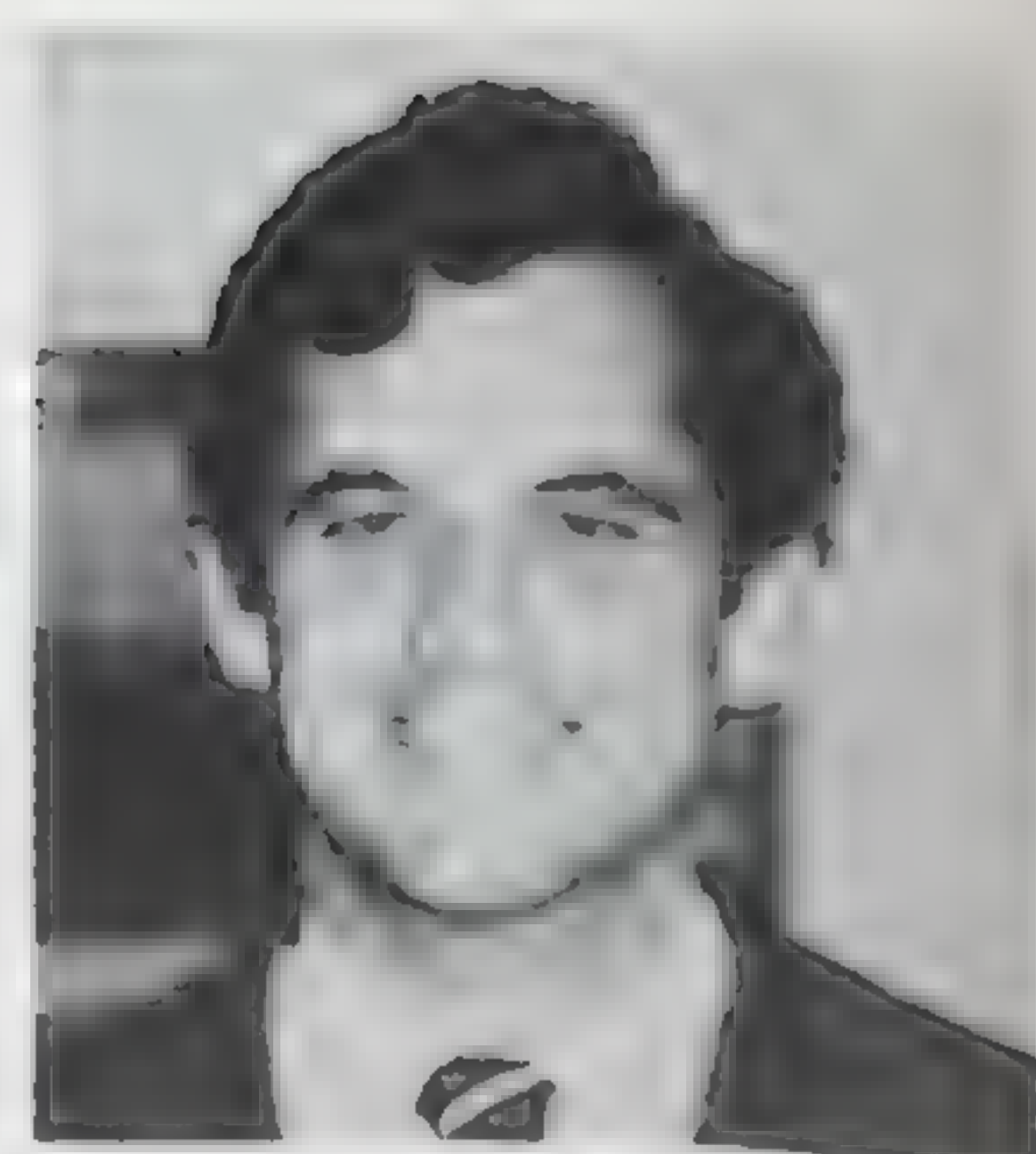
Forms, selecting a staff, and choosing vehicles.

Sunday, 1:30 p.m. and 3:30 p.m.; and Monday, 8:30 a.m. and 10:30 a.m. Room 16.

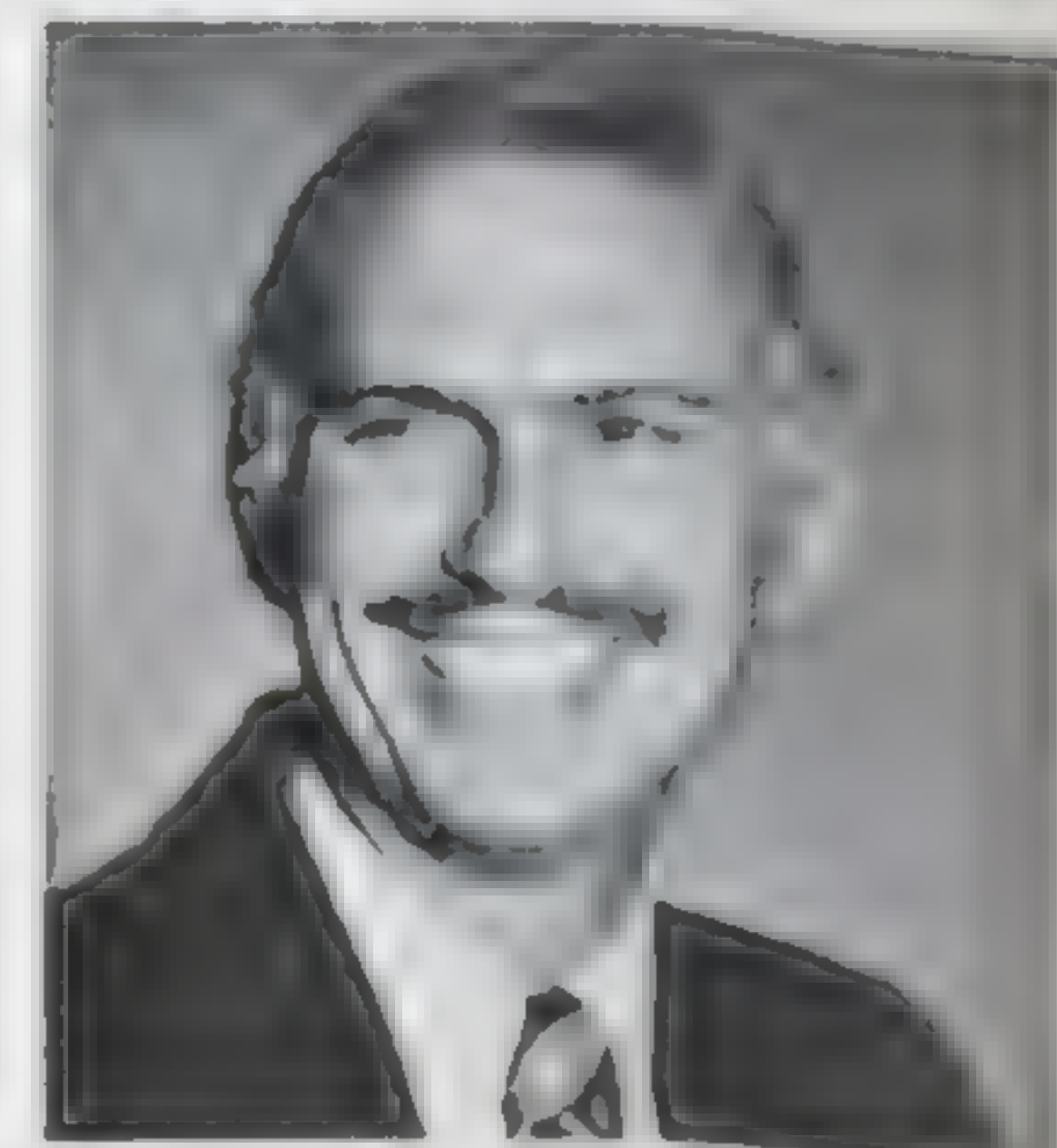
### Speakers:

Joseph Doering, Doering Leasing Co.

Robert Novick, Bob Novick Chevy, Inc.



Doering



Novick



Broadhurst

## TIME MANAGEMENT

Pinpoint and minimize time traps.

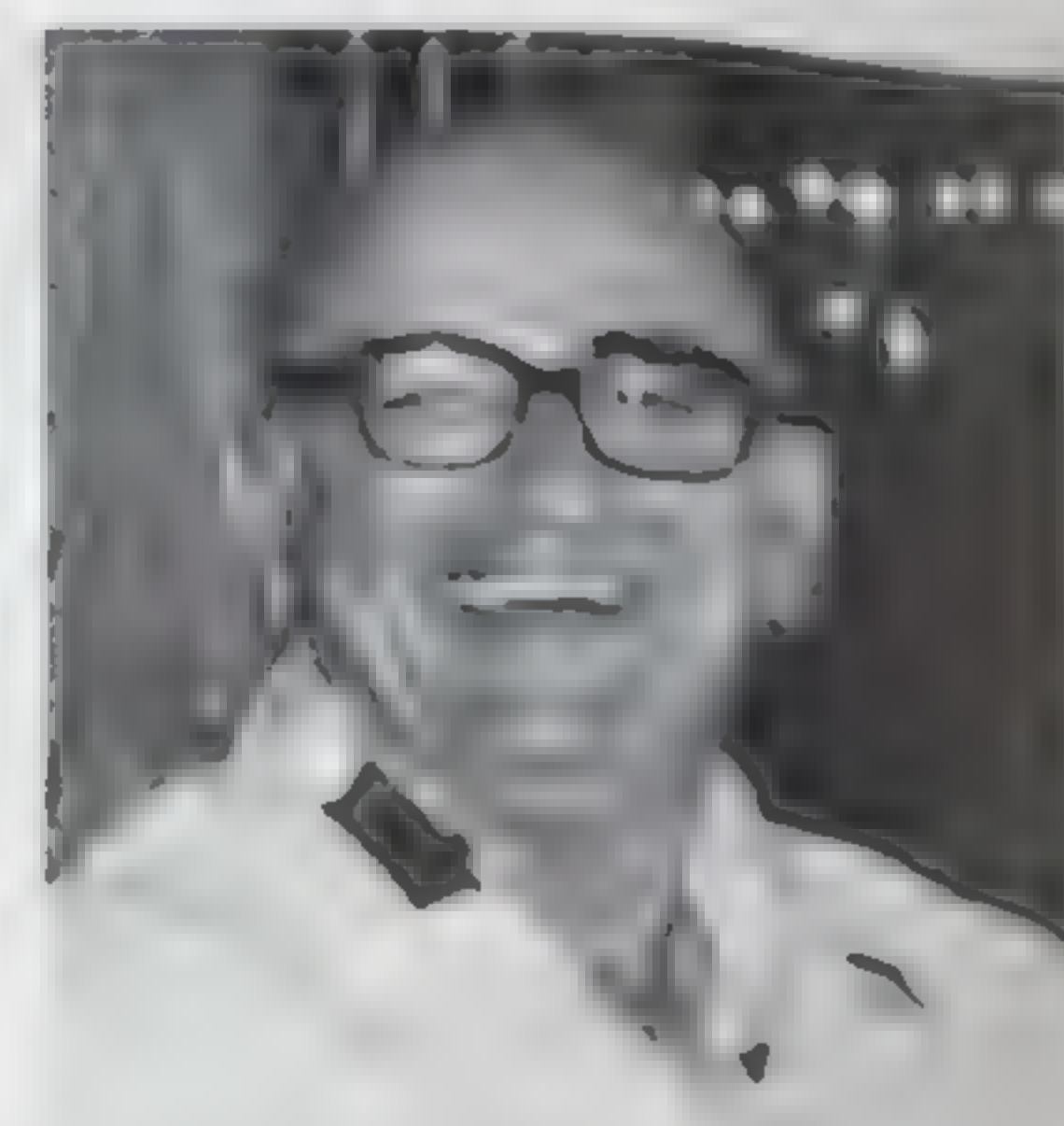
Sunday, 3:30 p.m.; and Monday, 8:30 a.m. and 1:30 p.m. Room 12.

### Speaker:

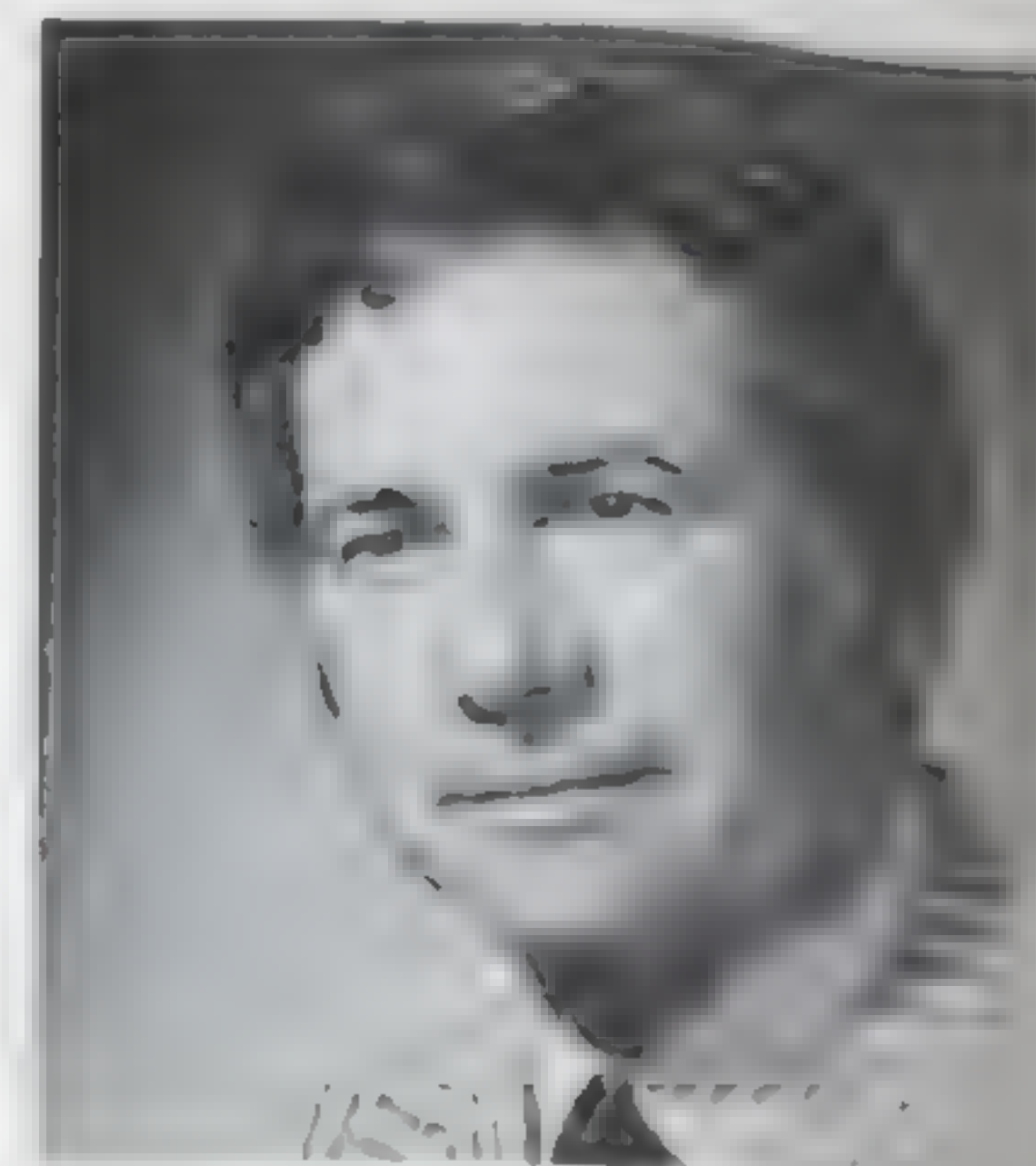
Harry Broadhurst, private consultant.

## THE USED CAR MARKET

Discussion on essence of the used car market—merchandising. Features independent dealers.



Snyder



Lawrence

Sunday, 1:30 p.m.; and Monday, 8:30 a.m. and 1:30 p.m. Room 8.



Fox



Ivy

### Speakers:

Vic Snyder, Trader Vic's

Harry Lawrence, NADA Used Car Guide Co.

Jane Fox, Fox Chevrolet, Inc.

Marvin Ivy, Marvin Ivy Motors.



# HOW TO KEEP YOUR TAX DOLLARS

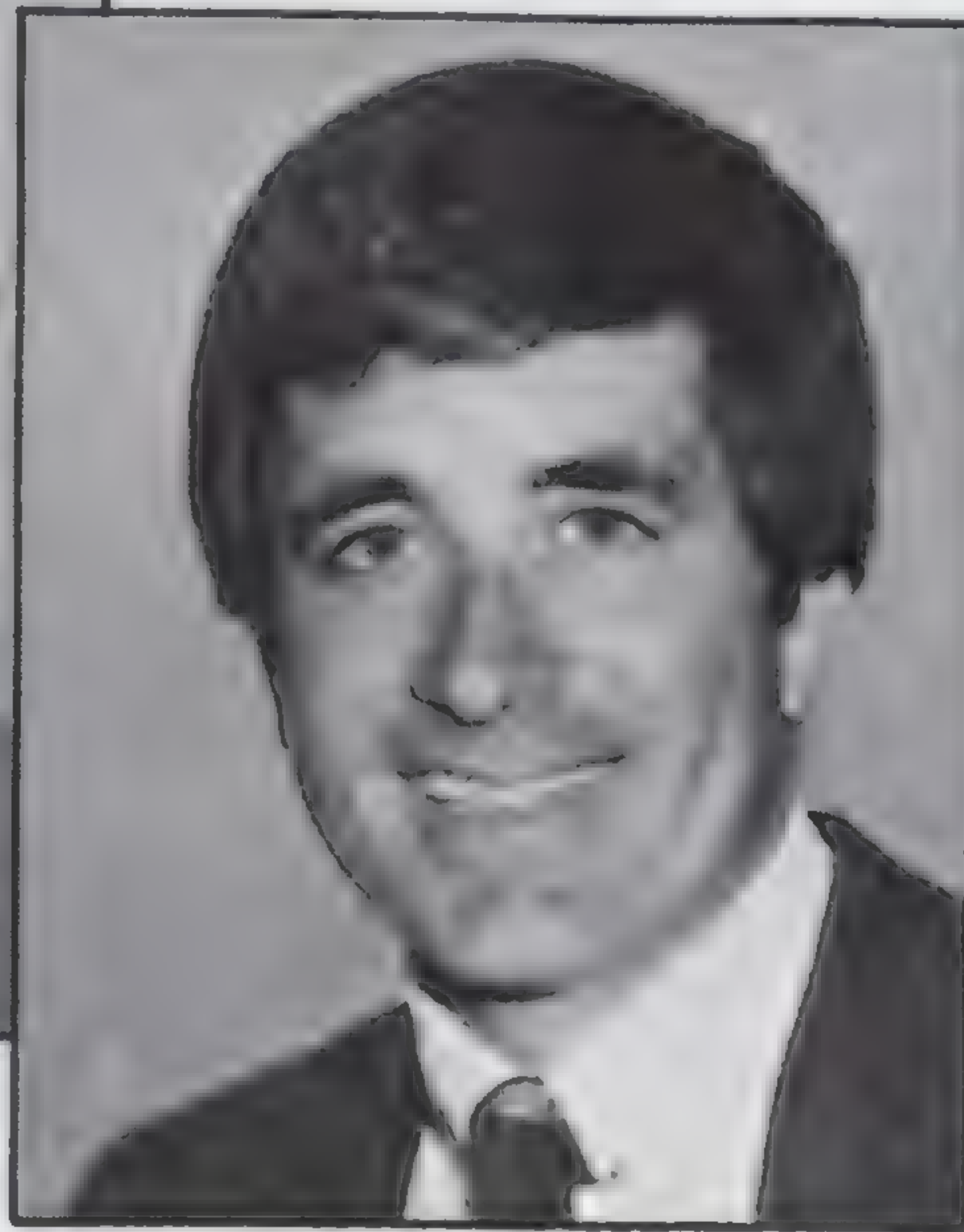
We'll Show You How . . .

- Unlock building and land from the dealership on a tax-free basis.
- Specific "Paragraph 3rd" strategy and techniques to minimize taxes.
- Establish a Tax-Exempt Investment Trust where you control the money on a tax-free basis.
- New Estate Planning Techniques specially designed to freeze inflated assets.
- Set up a tax-free Medical Reimbursement Plan for the 80's.
- Provide up to 5:1 for personal income tax shelters.
- Design tax-free stock/asset trade and exchange techniques.
- Arrange personal tax shelters yielding multiple write-offs and tax credits.
- Arrange leasing companies minimizing liability and maximizing total tax benefits.

As a dealer, are you spending too much time and energy creating profits and not enough time conserving them?



John R. Borawski



Jerry A. Orefice

Profitable dealers know that up to 50% and more of their taxable money will go to Uncle Sam! Don't do it! Borawski, Orefice and Company can show you new and creative techniques to save these tax dollars. Our programs are designed especially for you . . . the auto dealer.

Jerry Orefice and John Borawski maintain their own staff, including in-house legal counsel specially trained for the auto dealer. As national speakers for 20 groups, associations, and conventions, the firm is experienced and prepared to analyze your situation as they have for many, many others.



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Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_



## THREE DEALERSHIPS, THREE DIFFERENT SERVICE SYSTEMS

Contrasting team systems, dispatch systems, and a blend of both.

Sunday, 3:30 p.m.; Monday, 10:30 a.m. and 3:30 p.m.; and Tuesday, 10:30 a.m. Room 9.

### Speakers:

Richard Smith and Richard Hager, Royal Oldsmobile, Inc. Ron Layton and Dallas Roberts, Conley Buick, Inc. Pete Eversole and Wallace Stark, Eversole Motors.



Smith



Hager



Layton



Stark



Eversole



Roberts

## TRAINING THE SERVICE WRITER

Listening to the customer, asking diagnostic questions, and completing repair orders.

Sunday, 3:30 p.m.; Monday, 10:30 a.m. and 3:30 p.m.; and Tuesday, 10:30 a.m. Room 8.



Reichert



Daly



Morsani

### Speakers:

Robert Reichert, Kenwood Lincoln-Mercury Robert Daly, NADA Marketing Frank Morsani, Precision Motor Cars.

## WARRANTIES AND SERVICE CONTRACTS

Educating the consumer in order to avoid complications and enhance service reputation.

Monday, 8:30 a.m. and 1:30 p.m.; and Tuesday, 10:30 a.m. Room 6.

### Speaker:

Rhonda Kurtis, NADA Legal Group.



Kurtis



## University of Automotive Management

This Certifies That

JOHN Q. [Name]

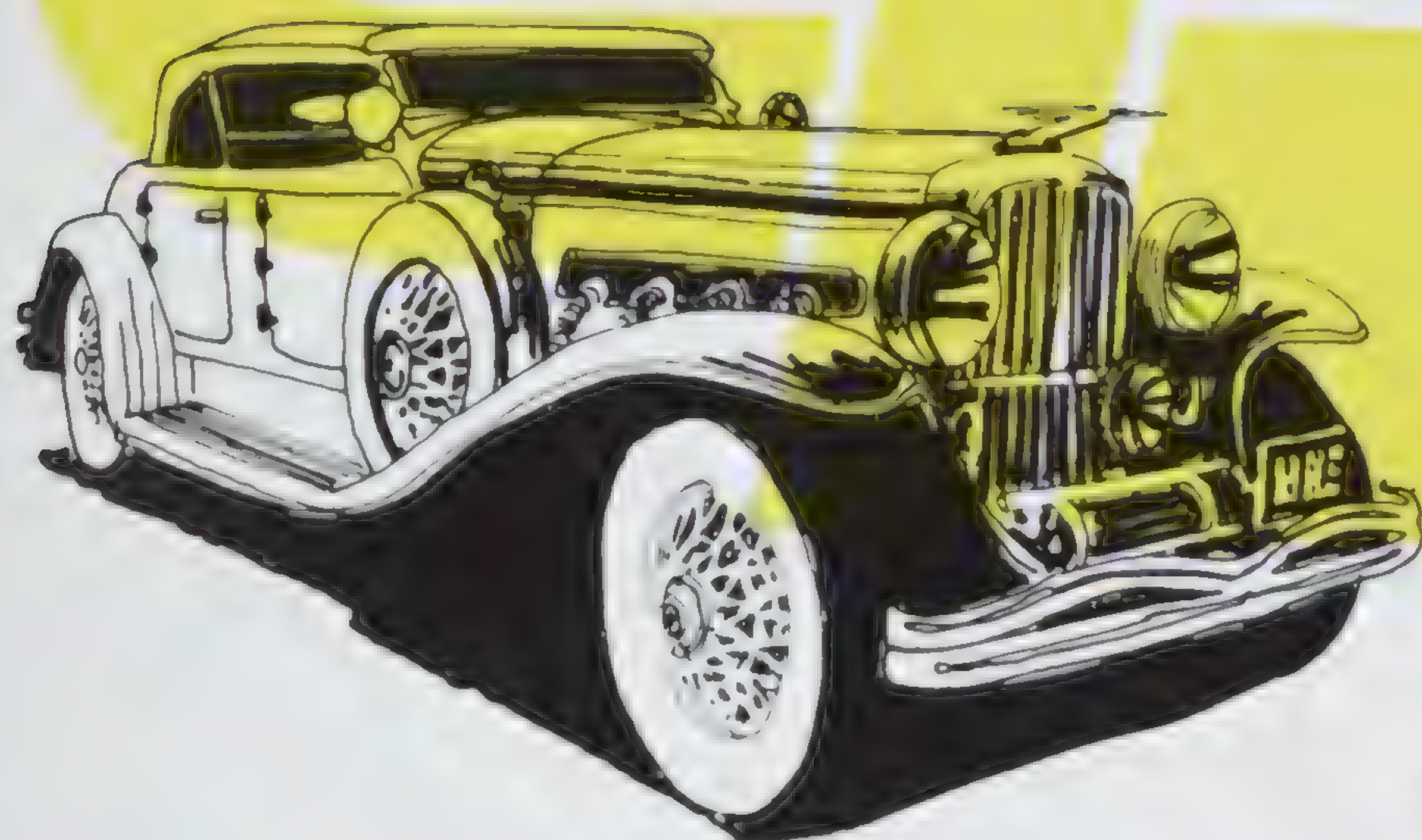
Participated in the Workshop Program  
Founded at the NADA Convention, February 4-6, 1980  
to increase effectiveness in the field of Automotive Management



Frank E. McCarthy  
NATIONAL AUTOMOBILE DEALERS ASSOCIATION



# CLASSIC...



clas•sic (klas'•ik) *n.* a work of recognized worth.

**WE BELIEVE** our Service Contract qualifies in every respect. In less than two years, our program has become the model by which others are judged.

**COMPARE:** Fully-insured by qualified insurance carriers. Lowest cost. Highest commission. Strict compliance with Magnusson-Moss. Retains advantage of In-House...without risk. You keep profits! Approved by major banks and lending institutions. Loss Payee Endorsement provided for extra protection.

**EXCLUSIVE BENEFITS:** No deductible implied warranty insurance coverage, and 3 Year, 50,000 mile customer follow-up system at no additional cost!

To find out how to qualify and to receive a list of the largest dealers in the U.S.A. now participating, stop by Booth 1410-11 at the NADA Convention or call:



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ALIVE AT NIGHT

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## AN EXTRA MARGIN OF SECURITY MEANS PROFIT!



Today the public is safety conscious and that reality can be your sales advantage.

Automobile owners are doing more night driving than ever before. This pattern has been recognized by automobile manufacturers and automobile equipment designers. They have been striving for a product that would make an automobile more visible at night, whether moving or parked, and yet add value and good looks. This has been achieved by Trim-Line's "NITE-LITE".

It works like this: As an approaching car's headlights shine on a vehicle that has NITE-LITE, the driver of that approaching car sees a burst of light as

if someone turned on a ribbon of neon. NITE-LITE provides that extra margin of security everyone wants in the dark. In bad weather when visibility is diminished, oncoming cars will find the vehicle with NITE-LITE easy to see.

The quality of this product and the need it fills spells an extra margin of sales for you. Contact your local Trim-Line distributor.

For the distributor nearest you, call:

800-824-5182

800-852-7733 (California only)

800-265-8030 (Canada only)

TRIM-LINE INC., A SUBSIDIARY OF 3M

# TRIM-LINE



# ANNOUNCING

## PONTIAC GRAND PRIX & CHEVROLET MONTE CARLO LIMITED EDITION CONVERTIBLES CREATE SHOWROOM TRAFFIC IMMEDIATELY



ANYBODY CAN CUT OFF A TOP. WE TOTALLY  
ENGINEER OUR DESIGNS TO LOOK SUPERB WITH  
THE TOP UP OR DOWN!

*We offer  
a 12 month/  
12,000 mile  
limited warranty*

LIMITED OFFER

ONLY **\$4,995**

NEVER BEFORE HAVE YOU SPENT ADVERTISING  
MONEY TO CREATE SHOWROOM TRAFFIC AND  
RECEIVED YOUR MONEY BACK + A PROFIT!

DEALER CONVERSION COST  
F.O.B. SHARON, PA. PRICE  
PROTECTION WILL APPLY ON  
ORDERS RECEIVED BEFORE  
APRIL 30.

### CONVERSION FACTS YOU SHOULD KNOW

SHARON CAR CRAFT convertibles receive complete frame reinforcement, boxed-in quarter panels, plus additional body strengthening. The top assembly is not an adaption from some prior-built convertible, but a completely new assembly. We insist on this additional engineering to gain the necessary styling that gives you the finest looking, *top up or down*, convertible conversion built today. This, plus our 25 years in the specialty car field, is your guarantee of quality.

Dealer response from Pennsylvania, Ohio, and West Virginia has been overwhelming. A 10% deposit will give you guaranteed price protection.

### SHARON CAR CRAFT

588 New Castle Avenue

Sharon, PA 16146

Phone (412) 347-5035

☐ 10% DEPOSIT ENCLOSED.  
PLEASE RUSH MY RECEIPT.

COMPANY  
NAME \_\_\_\_\_

AUTHORIZED  
REPRESENTATIVE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

YOUR  
PHONE \_\_\_\_\_



# A Super(dome) Expo



**F**or more than 30 years, the equipment exposition has been an important part of NADA's convention activities. When "Expo" was added to the annual meetings back in 1948, its basic objective was to provide dealers with a central location where they could examine a variety of equipment and services intended to assist them in running a more efficient, profitable business. Through boom times and lean, this objective has remained unchanged.

Today, with money and profits being squeezed by uncertain economic conditions, Expo '80 should take on even more significance. The "right" piece of equipment or some sorely needed program just might be the something "extra" to help smooth out one or more areas of the dealership.

This year's exposition will feature approximately 200 exhibitors

who have reserved portions of the Superdome's 96,330 square feet of display space. Exhibits will offer products and programs ranging from diagnostic equipment, sound systems, F&I programs, and car washes all the way to service contract programs, hand tools and office equipment. And there will be a wide array of other items in between.

History has shown dealers appreciate and use the exposition. Past statistics indicate approximately four of every five dealers attending an exposition see something on the expo floor they either purchase on the spot or make plans to purchase during the coming year.

This year's equipment exposition will be open during the following hours:

**Saturday, February 9—8:30 a.m. to 2:30 p.m.**

**Sunday, February 10—11:30 a.m. to 5 p.m.**

**Monday, February 11—9 a.m. to 5 p.m.**

**Tuesday, February 12—9 a.m. to noon.**

Following are listings of exhibitors who have reserved space on the Superdome floor. Lists are current as of **automotive executive's** deadline. Naturally, it's possible last-minute changes could have been made after press time.

The exhibitors' listings have been arranged in two sections for the reader's convenience. The first section is an alphabetical system in which exhibitors are listed according to company name, in alphabetical order. The second section utilizes a "classification" system similar to the telephone book's Yellow Pages. An exposition "road map" may be found on page 84 which shows booth and area designations for respective exhibitors.

Æ



**Acceleration Life Insurance Co.**

Booths 973 & 1023

**ADP Dealer Services, Inc.**

Booths 875-880 & 925-930

*See advertisement page 38*

**After Market Associates, Inc.**

Booths 413-415

**Allen Testproducts Division**

Booths 366 & 416

**American Custom Coachworks, Ltd.**

Booth E

**American Hardware Mutual**

**Insurance Co.**

Booth 765

**American Motors Corp.**

Booth P

**American Sign & Indicator Co.**

Booth 508

**American Sunroof Corporation**

Booths 476-480 & 526-530

*See advertisement page 49*

**American Telephone & Telegraph**

**Co.**

Booth H

*See advertisement page 91*

**American Warranty**

Booth Y

*See advertisement page 111*

**AMMCO Tools, Inc.**

Booths 473-475 & 523-525

**Applied Power, Inc.**

Booths 677 & 678, 727 & 728

**ARA Manufacturing Company**

Booths 1053-1056 & 1103-1106

**ARO Corporation**

Booth 1123

**Audiovox Corporation**

Booth I

*See advertisement page 32*

**Autodynamics, Inc.**

Booths 1321 & 1322

**Automated Marketing System, Inc.**

Booth 275 & 276

**Automotive Age**

Booth 613

**Automotive Executive**

Booth F

**Automotive Innovations Corp.**

Booths 1210-1212

**Automotive News**

Booth 458

**Auto-Tell**

Booth 1000

*See advertisement page 89*

**BAF Industries**

Booth 760 & 761

**Balance Computer Corp.**

Booth 1205-1207

**Baldwin United Leasing**

Booth 1318

**Bend O Matic Service Co.**

Booths 1404 & 1405

# EXHIBITORS INDEX

**Benwil Industries Inc.**

Booth 873 & 923

*See advertisement page 76*

**Binks Manufacturing Co.**

Booth 912 & 913

**Bivens-Winchester Corp.**

Booth G

**Broadway Equipment Co.**

Booths 762-764 & 812-814

**Buske Industries, Inc.**

Booth 516

**Car Care Corp.**

Booths 1213-1217

**Car Clean**

Booths 1412 & 1413

**Cars & Concepts, Inc.**

Booth 1073

*See advertisement pages 6 & 7*

**Cars, Inc.**

Booth K

*See advertisement page 115*

**Cee-Gee, Inc.**

Booths 1062 & 1063

*See advertisement page 83*

**Chief Industries, Inc., Automotive**  
**Syst. Div.**

Booths 753-755 & 803-805

**Chrysler Corp.**

Booth N

**Clarion Corp. of America**

Booths 1510 & 1511

**Clayton Manufacturing Co.**

Booth V

**Competitive Edge**

Booth 155

**Compucorp**

Booths 862 & 863

**Consumer Protection Plan**

Booths 953-956 & 1003-1006

**Coreco Research Corp.**

Booth 1409

**Creative Advertising Co., The**

Booth 675

**Custom Auto Accessories Co.**

Booth 500

**Custom Booths of California**

Booth 1512

**Custom Craft Automotive Ent., Inc.**

Booths 1407 & 1408

**Daubert Chemical Co., ECP Div.**

Booth 730

*See advertisement page 62*

**Dealer Advertising Development,**  
**Inc.**

Booth 1310

**Delco Electronics Division**

Booth D

*See advertisement page 50*

**Detroit Autobody Equipment, Inc.**

Booth 1182

**Detroit Radiant Products Co.**

Booth 181

**Detroit Tool Custom Manufacturing**  
**Co.**

Booths 866 & 916

**DeVilbiss Co., The**

Booths 1058-1061 & 1108-1111

**Display Data Corp.**

Booth L

*See advertisement page 21*

**Dover Corp., Ernest Holmes Div.**

Booths 258-262 & 308-312

*See advertisement pages 60 & 61*

**Dresser Wayne, Globe Products Div.**

Booth 400

**Electric Auto Corp.**

Booths 1304-1307

**Elsco Lighting Products, Inc.**

Booths 611 & 612

**Eltron Manufacturing Company**

Booth 655

*See advertisement page 79*

**Encyclopedia Britannica**

Booth 1317

**Energy Saving Products**

Booth 462

*See advertisement page 39*

**Executone, Inc.**

Booth 766

**Fast Start, Inc.**

Booth 1221

**Fiat Motors of North America, Inc.**

Booth T

*See advertisement page 75*

**FMC Corp.**

Booths 562-565 & 614-615

**Ford Motor Co.**

Booth X

**Ford Motor Credit Co.**

Booths 1065-1066 & 1115-1116

**F. W. & Associates**

Booth 373

**Gamut Investments, Inc.**

Booth 900

**Joe Gandolfo & Associates**

Booth 1301

**General Motors Acceptance**  
**Corp./Motors Insurance Corp.**

Booth B

*See advertisements pages 9 & 99*

**General Motors Corp.**

Booth C

*See advertisements pages 24, 50, & 57*



**Gilbarco, Inc.**  
Booths 723-725

**Go, Inc.**  
Booths 263-265

**Golnick Co., The**  
Booths 1208 & 1209

**Grabber Manufacturing Co., Inc.**  
Booth 408

**Graco, Inc.**  
Booth 1050

**Grand, Inc.**  
Booths 903 & 904

**Guardian Light Co.**  
Booth 1300

**Guy Chart Sales, Inc.**  
Booth 180

**Hamilton Test Systems, United Technologies Corp.**  
Booth S

**Handi Products, Inc.**  
Booth 815

**Hanna Industries, Lark Div.**  
Booths 775-780 & 825-830  
*See advertisement page 97*

**Hennessy Industries**  
Booths 1400-1403

**Heritage Group Cos.**  
Booth 273

**Hess & Eisenhardt Co.**  
Booth Q

**Higgins-Delta Corp.**  
Booths 1504-1508

**Hunter Engineering Co.**  
Booths 958-966 & 1008-1016

**IAS National, Inc.**  
Booths 976-978

**International Computer Systems, Inc.**  
Booths 464 & 465

**Kansas Jack, Inc.**  
Booth 200

**Kendall Refining Co.**  
Booths 910 & 911

**Kent-Moore Tool Div.**  
Booth 160

**Key Royal Automotive Co.**  
Booths 460 & 461

**Klenosky, Inc., S.**  
Booth 856

**Kolnicki & Co.**  
Booth 1309

**Krex Graphite Super Lubricants, Inc.**  
Booth 182  
*See advertisement page 77*

**Laser, Ltd.**  
Booth 1509

**Lighting Systems, Inc.**  
Booth 280  
*See advertisement page 44*

**Lincoln St. Louis**  
Booths 864-865 & 914-915

## What do these men have in common?



**Ernest Adams**  
San Jacinto Motors Rountree Olds/Cadillac  
Conroe, TX



**Jud Harper**  
Shreveport, LA



**Terry Burke**  
Red River Chevrolet  
Bossier City, LA



**Jack Mulcahy**  
Olson Chevrolet  
Seattle, WA



**Tex Earnhardt**  
Earnhardt Ford  
Tempe, AZ



**Bill Brown**  
Robinson Chevrolet  
Novato, CA


## Increased car sales . . . using SUPRA Auto Key Safes!

These are just six of the many dealer spokesmen who are using our auto key safes to increase their sales efficiency and customer control. A key safe (with the auto keys inside) is placed on each car on the lot. Sales people carry ONLY ONE MASTER

KEY, allowing easy access to any car. That avoids sales interruptions and means MORE SALES CONTROL AND INCREASED SALES.

There are over 200,000 Supra Auto Key Safes in use today.

See us at Booth #756 at the NADA Convention.

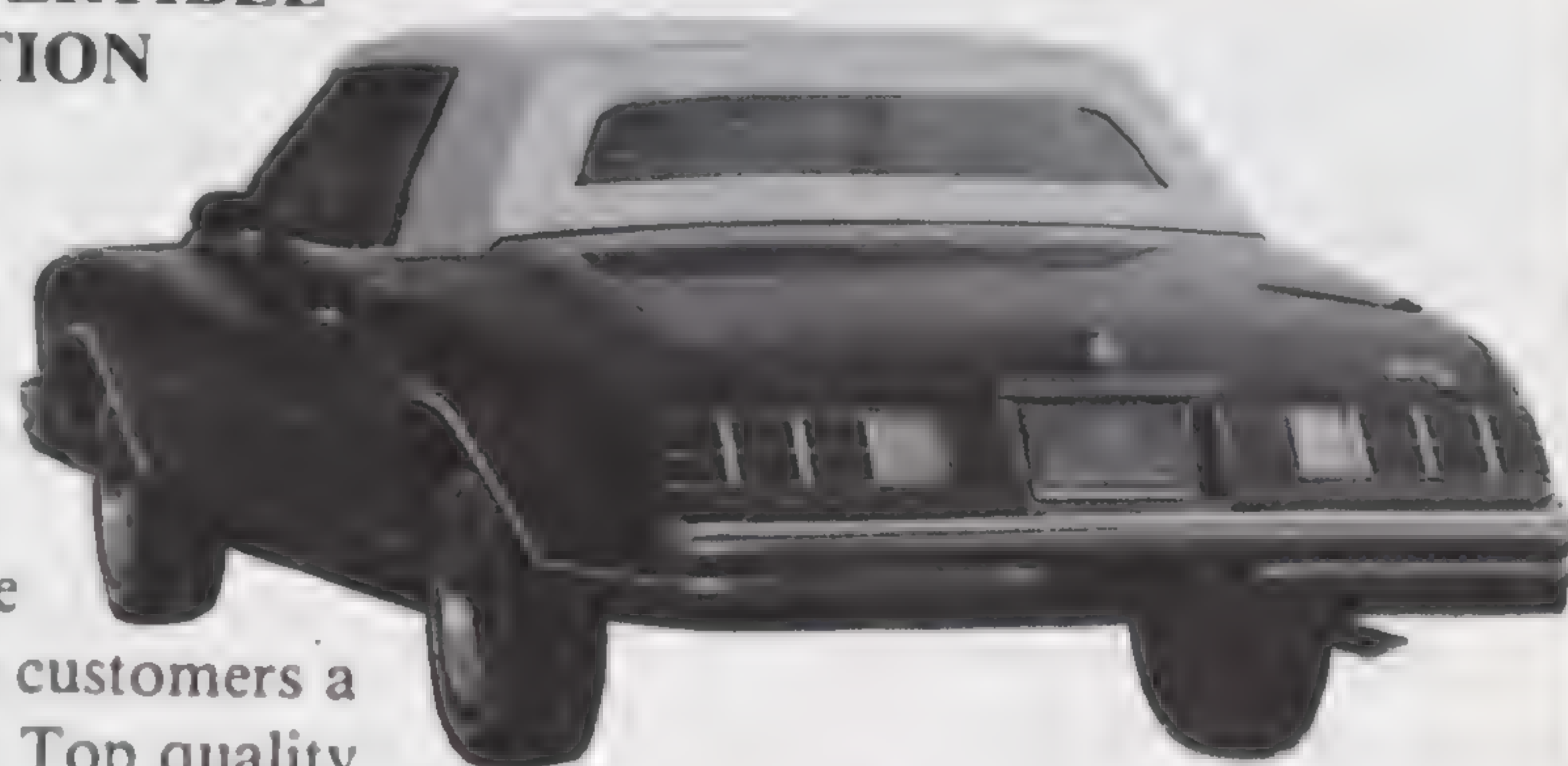
 **SUPRA PRODUCTS, INC.**  
*Celebrating 25 years as the Key Control People*  
P.O. Box 3167, Dept. AE-80  
Salem, Oregon 97302  
(503) 581-9101

## Traffic Stoppers!



### SIMULATED CONVERTIBLE TOPS ARE ATTENTION GETTERS THAT TRANSLATE INTO REAL SALES!

Designed to give the appearance of a real convertible, these unique top packages offer your customers a little extra individuality. Top quality materials, complete hardware, and genuine convertible top material are combined in a distinctive treatment that looks like the real thing. Each top is professionally fitted and complete, inside and out. Colors available are; Black, White, Dark Blue, and Tan. Get a step on your competition, call or write for the location of the nearest installation facility.



**Tops available for these 1980 models.**

Monte Carlo, Cutlass, Gran Prix, Eldorado, Thunderbird, Cougar, Coupe DeVille, Riviera, Regal and Toronado.

**E&G CLASSICS, INC.**

Dept. AA, 8909 McGaw Ct., Columbia, MD. 21045 / (301) 992-4900 or (301) 596-3852



Lloyd Anderson & Co., Inc.  
Booths 1410 & 1411  
*See advertisement page 67*

Louisville Manufacturing Co.  
Booths 510 & 511

Magazine Publisher's Association,  
Inc.  
Booth 610  
*See advertisement page 117*

Magnum Automotive Equipment,  
Inc.  
Booth 811

Maguire Insurance Agency, Inc.  
Booth 560

Management Consulting Services,  
Inc.  
Booth 175

Manheim Services Corp.  
Booth 616  
*See advertisement page 17*

Marcus & Associates, Bill  
Booth 656

Marquis Sign Co.  
Booths 1500 & 1501

McGard, Inc.  
Booth 1303

Minnehoma Insurance Co.  
Booths 758 & 808  
*See advertisement page 27*

Mirror Bright Polish Co.  
Booth 673

Model A & Model T Motor Car  
Reproduction Corp.  
Booth 1208

Monroe, The Calculator Co.  
Booth 566  
*See advertisement page 109*

National Automobile Dealers  
Association Retirement Trust  
Booth 600  
*See advertisement page 113*

National Automobile Dealers  
Association Services  
Booth 700

National Automobile Dealers Used  
Car Guide Co.  
Booth F

National Auto Auction Association  
Booths 653 & 654  
*See advertisement page 15*

National Automotive Insurance  
Service Agency  
Booth F  
*See advertisement page 42*

National Auto Research Publications  
Booth 627

National Coach Corp.  
Booth W  
*See advertisement pages 52 & 53*

National Market Reports, Inc.  
Booth 277

Nationwide Ultra Seal, Inc.  
Booth 816  
*See advertisement inside back  
cover*

New Era Products Inc.  
Booth 1100

Neway Manufacturing Inc.  
Booth 1064

Nike Hydraulics  
Booths 575-578

Norick Brothers, Inc.  
Booth 300

North American Dealer Group, Inc.  
Booths 375-378 & 425-428

Oakleaf & Associates  
Booths 1219 & 1220  
*See advertisement page 11*

Palco International Corp.  
Booth 1302

Panasonic Company  
Booth R

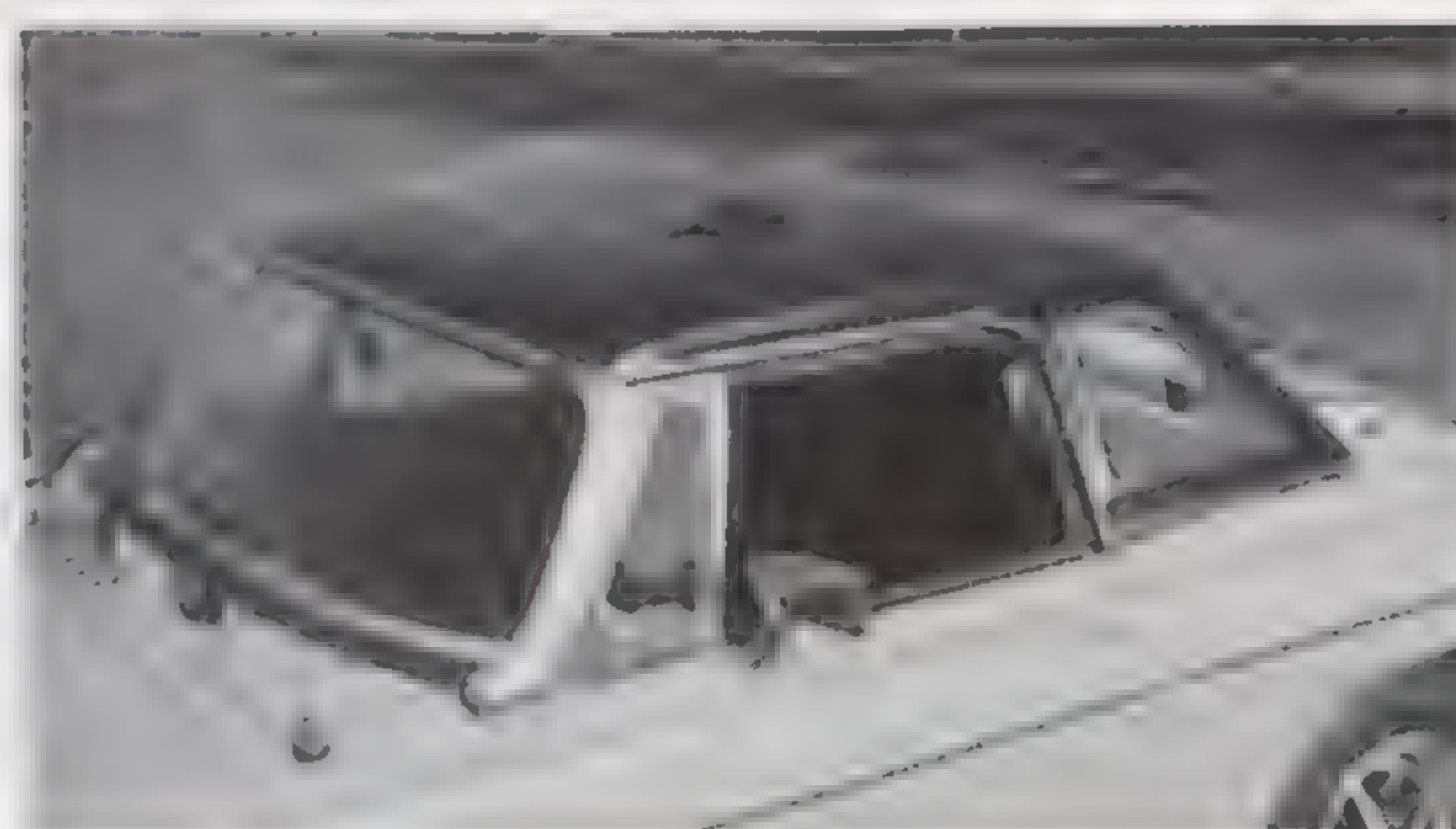
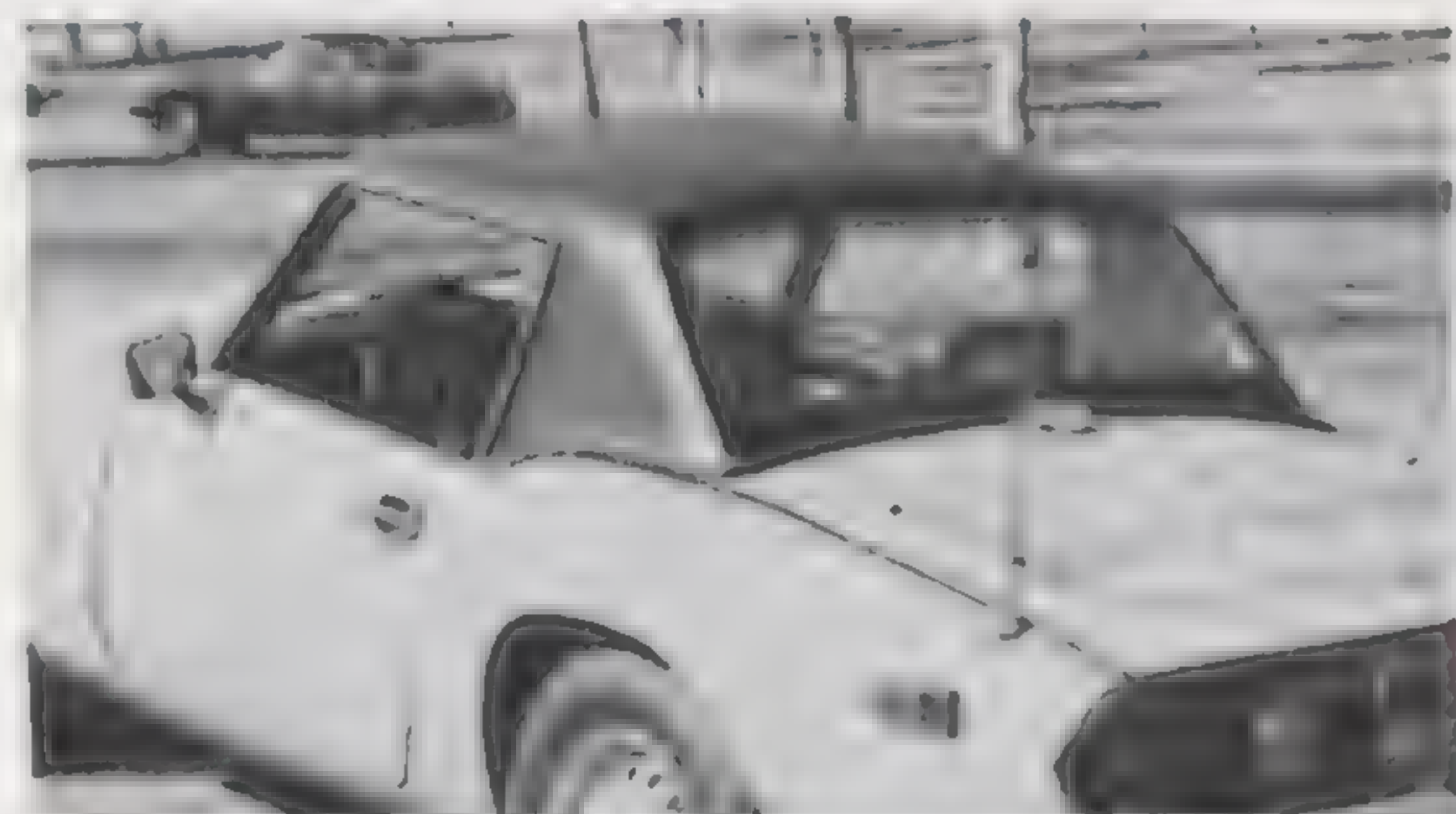
Perfection Products Co.  
Booth 680

Phone Ware, Inc.  
Booth 1025

Plastical Industries  
Booth 806

Polk & Co., R. L.  
Booth 466

**"NO HARD SELL NEEDED  
WHEN YOU STOCK SNUGTOP, THE  
CUSTOM, HAND-CRAFTED HARDTOP  
LINE FOR MGB, MGC, MIDGET,  
SPRITE, FIAT 850, FIAT 124,  
TR 4A-6 250, TR 7 DATSUN,  
and JENSEN-HEALEY."**



**Give us a jingle  
or shoot us the  
coupon and we'll  
fire back a  
profit story  
you can't resist.**

**SNUGTOP®**

*"A Tradition of  
Design Excellence  
and Craftsmanship"*

SNUGTOP. 1711 Harbor Ave., P.O. Box 121,  
Long Beach, CA 90801. Phone (213) 432-5454 or  
436-3691. O.K. I could stand some easy sales,  
for a change. Tell me about SNUGTOP.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_



# THE FIAT STRADA GOES A LONG WAY BACK. AND AT 25 MPG\* A LONG WAY FORWARD.



ONE OF STRADA'S ANCESTORS WAS OUR 1936 TOPOLINO. IT WAS LONG ON MILEAGE BUT A LITTLE SHORT ON ROOM.

Like many Fiats before it, the 1980 Strada goes a long, long way on very little gas.\*Remember: compare this estimate to the estimated MPG of other cars. You may get different mileage depending on speed, weather,

**25**  
EPA EST  
MPG  
**35**  
EST HWY

and trip length. Your actual highway mileage will probably be less and mileage varies in California. EPA est. based on carbureted engine.

That's farther on a gallon of gas than any other car in Strada's class. But then Fiat has traditionally built cars that make the most of every gallon. Because for years gas has cost far more in Europe than it has here.

## STRADA. BEST GAS MILEAGE OF ANY COMPACT.

Yes, the Strada gets better gas mileage than any compact in America by design.

Advanced aerodynamic design. Along with design features like its gas-saving standard 5th gear. And the optional fuel-injected overhead cam engine available on the Strada this year.

## STRADA. MISERLY WITH GAS, MAGNANIMOUS WITH AMENITIES.

Strada has wide, comfortable, Italian-style seats.

Rich interior appointments.

And room you'll revel in. More than a Rabbit, Honda Civic, Omni, or Horizon. And even more than the 2-door Rolls Royce Corniche.

But most of all, you'll revel in the front-wheel drive Strada's ability to pass a gas station.

For the name of nearest dealer or overseas delivery information, call (800) 447-4700 or in Illinois (800) 322-4400. Specifications subject to change without notice.



**MOTOR CARS  
IN THE GREAT EUROPEAN  
TRADITION.**

©Fiat Motors of North America, Inc. 1980





# NEW!

## Space-Saver Lift



Model SP-45

- For new front-wheel-drive U.S. and import cars
- Unique single-post design
- Minimal floor space needed
- Above-ground design for lower installation cost
- Great for expansion or use when excavation isn't practical
- For quick service: brakes, lube, oil change
- Ideal for:
 

|                 |                        |
|-----------------|------------------------|
| new car service | gas stations           |
| garages         | 2nd story use          |
| tire shops      | lease, rental property |

If your shop needs a lift... BENWIL!



Model TPO-7

FREE! New brochure on all 7 Benwil above-ground hydraulic lifts. Send coupon to:

**BENWIL**  
INDUSTRIES, INC.

20526 Gramercy Place  
Torrance, CA 90501  
213-533-5085

Company \_\_\_\_\_

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_

**Polyglycoat World Enterprises, Ltd.**

Booth 558

See advertisement back cover

**Poorman-Douglas Corp.**

Booth 676

**Progressive Communications, Inc.**

Booth 1026

**Quaker State Oil Refining Corp.**

Booths 853-855

See advertisement page 47

**Racor Industries, Inc.**

Booths 1502-1503

**Radiator Aid, Inc.**

Booth 1319

**RCA Distributor & Special Products Div.**

Booths 1311-1312A & 1313-1314

See advertisement page 41

**Reynolds & Reynolds Co., The**

Booths 658-666 & 710-716

See advertisement page 94

**Ridgeway Chemicals, Inc.**

Booth 975

See advertisement page 23

**Roberts & Co., R. J.**

Booths 705 & 706

**Roberts-Gordon Appliance Corp.**

Booth 1320

**Roman's Chariot Shop**

Booth 726

**Roman Wheels, Inc.**

Booths 327-330

**Rusty Jones, Inc.**

Booths 858 & 908

See advertisement page 34

**Ryan & Associates, Inc., Pat**

Booths 313-315

**Ryko Manufacturing Co.**

Booths 1101-1102

**Safelok Systems, Inc.**

Booth 1513

**Sharp Electronics Corp.**

Booth 1112

**Shure Manufacturing Corp.**

Booths 573 & 623

**Siemens Corp.**

Booths 360-362 & 410-412

See advertisement page 35

**Sky-Top Sunroofs, Ltd.**

Booths 266 & 316

**Smith Co., The**

Booth 580

**Soft Brush Car Wash Systems, Inc.**

Booths 860 & 861

**Spartan Plastics, Inc.**

Booth 358

**Spaulding Co., J. H.**

Booth 423

**Starcraft RV**

Booth A

**Stewart-Warner Corp.**

Booths 1075-1078 & 1125-1128

**Stop-A-Flat Corp.**

Booth M

**Subaru of America**

Booth J

**Sun Electric Corp.**

Booth O

**Supra Products, Inc.**

Booth 756

See advertisement page 73

**Tammermatic Corp.**

Booth 800

**Telecheck Services, Inc.**

Booth 1406

**Tele-Com Office Products, Inc.**

Booth 561

**Tennant Co.**

Booths 628-630

**Tepco, Inc.**

Booths 625 & 626

**Tipton Laboratories, Inc.**

Booths 1113-1114

See advertisement page 43

**Trader Tex**

Booth 810

**Tra-Tech Corp.**

Booths 512-515

**Trim-Line Inc.**

Booths 1315 & 1316

See advertisement pages 68 & 69

**Tri-State Industries, Ltd.**

Booths 1200-1204

**Uniroyal Tire Co.**

Booths 323-326

**United Air Specialists, Inc.**

Booths 905 & 906

**USLife Credit Life Insurance Co.**

Booth 278

**Utilimaster Div., Holiday Rambler Corp.**

Booth AA

**Van Man Corp.**

Booth 100

See advertisement page 3

**Ward's Communications, Inc.**

Booth 1218

**Waxing Corp. of America**

Booths 380 & 430

**Weaver Div., Dura Corp.**

Booth 1308

**Weben Industries, Inc.**

Booth Z

**Western Manufacturing Co.**

Booths 703 & 704

**World Service Life Insurance Co.**

Booths 773 & 823

**Wynn Oil Co.**

Booth 1181

**Zee Specialities, Inc.**

Booth 1222

**Zefflamb Industries**

Booth U



**Come see us at NADA, Booth 182**

Suddenly everyone is talking about

# GRAPHITE

Leading new car dealers have used  
KREX Graphite Super Lubricant  
over 32 years and  
made over \$15,000,000 profit.

KREX Graphite Super Lubricant  
boosts performance, reduces friction,  
helps improve gasoline mileage.

Mail this coupon to: Krex, Inc., PO Box 836, Highland Park, Illinois 60035

**get  
your slice  
of the profitable  
graphite lubrication  
market**

☐ I'd like a Free Sample



☐ send  
literature that  
shows how KREX  
graphite super lubricant  
reduces friction,  
moves up miles  
and profits

☐ Have a KREX representative call me.

\_\_\_\_\_  
Name of Service Manager

\_\_\_\_\_  
Name of Dealership

\_\_\_\_\_  
Street

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Tel.



# CLASSIFICATION INDEX

## ADVERTISING & PROMOTION

- American Sign & Indicator**  
Booth 508
- Competitive Edge, The**  
Booth 155
- Creative Advertising Company, The**  
Booth 675
- Davis-Newman-Payne Advertising**  
Box Suite 409
- Dealer Advertising Development**  
Booth 1310
- Elsco Lighting Products, Inc.**  
Booths 611 & 612
- F. W. & Associates**  
Booth 373
- Golnick Company, The**  
Booths 1208 & 1209
- Guardian Light Company**  
Booth 1300
- Handi Products**  
Booth 815
- Klenosky, Inc., S.**  
Booth 856
- Lighting Systems Inc.**  
Booth 280  
*See advertisement page 44*
- Louisville Manufacturing Company**  
Booths 510 & 511
- Marquis Sign Company**  
Booths 1500 & 1501
- Poorman-Douglas Corporation**  
Booth 676
- Progressive Communications**  
Booth 1026
- Roberts & Company**  
Booths 705 & 706
- Trader Tex**  
Booth 810
- Tri-State Industries**  
Booths 1200-1204
- Zee Specialties, Inc.**  
Booth 1222

## AIR CONDITIONING EQUIPMENT

*See Automotive Accessories*

## AUTOMOBILE AUCTIONS

- Amarillo Auto Auction**  
*See advertisement page 15*
- Atlanta Auto Auction**  
*See advertisement page 17*
- Dealers Automobile Auction of the South**  
*See advertisement page 15*
- Lenoir City Auto Auction Company**  
*See advertisement page 15*

## Manheim Services Corporation

Booth 616  
*See advertisement page 17*

## National Auto Auction Association

Booths 653 & 654  
*See advertisement page 15*

## Sand Mountain Auto Auction, Inc.

*See advertisement page 15*

## Southern Auto Auction

*See advertisement page 15*

## Vancouver Auto Auction

*See advertisement page 15*

## AUTOMOBILE MANUFACTURERS

### American Honda Motor Company

*See advertisement page 10*

### American Motors Corp.

Booth P

### Chrysler Corporation

Booth N

### Fiat Motors of North America, Inc.

Booth T  
*See advertisement page 75*

### Ford Motor Company

Booth X

### General Motors Company

Booth C  
*See advertisements page 24, 50, & 57*

### Subaru of America, Inc.

Booth J

## AUTOMOTIVE ACCESSORIES

*Also see Stereo Systems*

### AC Spark Plug Division

*See advertisement page 24*

### American Sunroof Corporation

Booths 476-480 & 526-530  
*See advertisement page 49*

### ARA Manufacturing Company

Booths 1053-1056 & 1103-1106

### Cars & Concepts

Booth 1073  
*See advertisement pages 6 & 7*

### Chalfont Industries

Booth M

### Custom Auto Accessories

Booth 500

### Custom Craft Automotive

Booths 1407 & 1408

### McGard, Inc.

Booth 1303

### Safelok

Booth 1513

### Sky-Top Sunroofs, Ltd.

Booths 266 & 316

### Spartan Plastics, Inc.

Booth 358

## Sun Roof Corporation

Booth 1308

## Supra Products

Booth 756  
*See advertisement page 73*

## Tempo Products

Booth 1085

## Trim-Line

Booths 1315 & 1316  
*See advertisement pages 68 & 69*

## Zefflamb Industries, Inc.

Booth U

## AUTOMOTIVE CONVERSIONS

### American Custom Coachworks

Booth E

### American Sunroof Corporation

Booths 476-480 & 526-530  
*See advertisement page 49*

### Cars & Concepts, Inc.

Booth 1073  
*See advertisement pages 6 & 7*

### Conversions by Gerring, Inc.

Box Suite 401  
*See advertisement page 108*

### Custom Hardtops

*See advertisement page 74*

### E & G Classics, Inc.

Booths 997 & 998  
*See advertisement page 73*

### Hess & Eisenhardt Company, The

Booths 1168 & 1218

### National Coach Corporation

Booth W  
*See advertisement pages 52 & 53*

### Roman's Chariot Shop

Booth 726

### Roman Wheels

Booths 327-330

### Sharon Car Craft

*See advertisement page 70*

### Sky-Top Sunroofs, Ltd.

Booths 266 & 316

### Skytrends, Inc.

Booth 868

### Standard Motors, Inc.

Booths 268 & 318

### Starcraft RV

Booth A

### Sun Roof Corporation

Booth 1308

### Utilimaster Division-Holiday

Rambler, Inc.  
Booths 219, 293, 341, 343

### Van Man Corporation

Booth 768  
*See advertisement page 3*



## **AUTOMOTIVE PROTECTIVE PRODUCTS**

**After Market Associates**  
Booths 413-415

**BAF Industries**  
Booths 760 & 761

**Bodyguard Rustproofing Company**  
Booth 977  
Box Suite 427

**Binks Manufacturing Company**  
Booths 912 & 913

**Chalfont Industries**  
Booth M

**Consumer Protection Plan**  
Booths 953-956 & 1003-1006

**Daubert Chemical Company—ECP Division**  
Booth 730  
*See advertisement page 62*

**Mirror Bright Polish Company**  
Booth 673

**Nationwide Ultraseal Inc.**  
Booth 816  
*See advertisement inside back cover*

**Plastical Industries**  
Booth 806

**Polyglycoat Corporation**  
Booth 558  
*See advertisement back cover*

**Quaker State Oil Refining Corporation**  
Booths 853-855  
*See advertisement page 47*

**Ridgeway Chemicals**  
Booth 975  
*See advertisement page 23*

**Rusty Jones, Inc.**  
Booths 858-908  
*See advertisement page 34*

**Tough-Sheen**  
See Superdome Box Suite 439  
*See advertisement pages 28 & 29*

## **AUTOMOTIVE SECURITY EQUIPMENT**

**Custom Craft Automotive Enterprises Inc.**  
Booths 1407 & 1408

**Daubert Chemical Co., ECP Div.**  
Booth 730  
*See advertisement page 62*

**McGard, Inc.**  
Booth 1303

**Nationwide Ultraseal Inc.**  
Booth 816  
*See advertisement inside back cover*

**Safelok Systems, Inc.**  
Booth 1513

**Supra Products, Inc.**  
Booth 756  
*See advertisement page 73*

## **AUTOMOTIVE TEST EQUIPMENT**

**Allen Testproducts Division**  
Booths 366-416

**AMMCO Tools, Inc.**  
Booths 473-475 & 523-525

**Clayton Manufacturing Company**  
Booth U

**Hamilton Test Systems, United Technologies Corporation**  
Booth S

**Hennessy Industries**  
Booths 1400-1403

**Hunter Engineering Co.**  
Booths 958-966 & 1008-1016

**Siemens Corporation**  
Booths 360-362 & 410-412  
*See advertisement page 35*

**Stewart-Warner Corporation**  
Booths 1075-1078 & 1125-1128

**Sun Electric Corporation**  
Booth O

# **ELECTROSTATIC AIR CLEANER**

Automatically clears the air in your shop  
Dust — Smoke — Dirt — Paint Overspray — Odors  
All removed with efficiency up to 99%  
Automatically increases your profits  
Saves energy Reduces rework Improves morale  
Saves Heat Reduces touchup Meets OSHA requirements  
Saves money Reduces cleanup Increases productivity

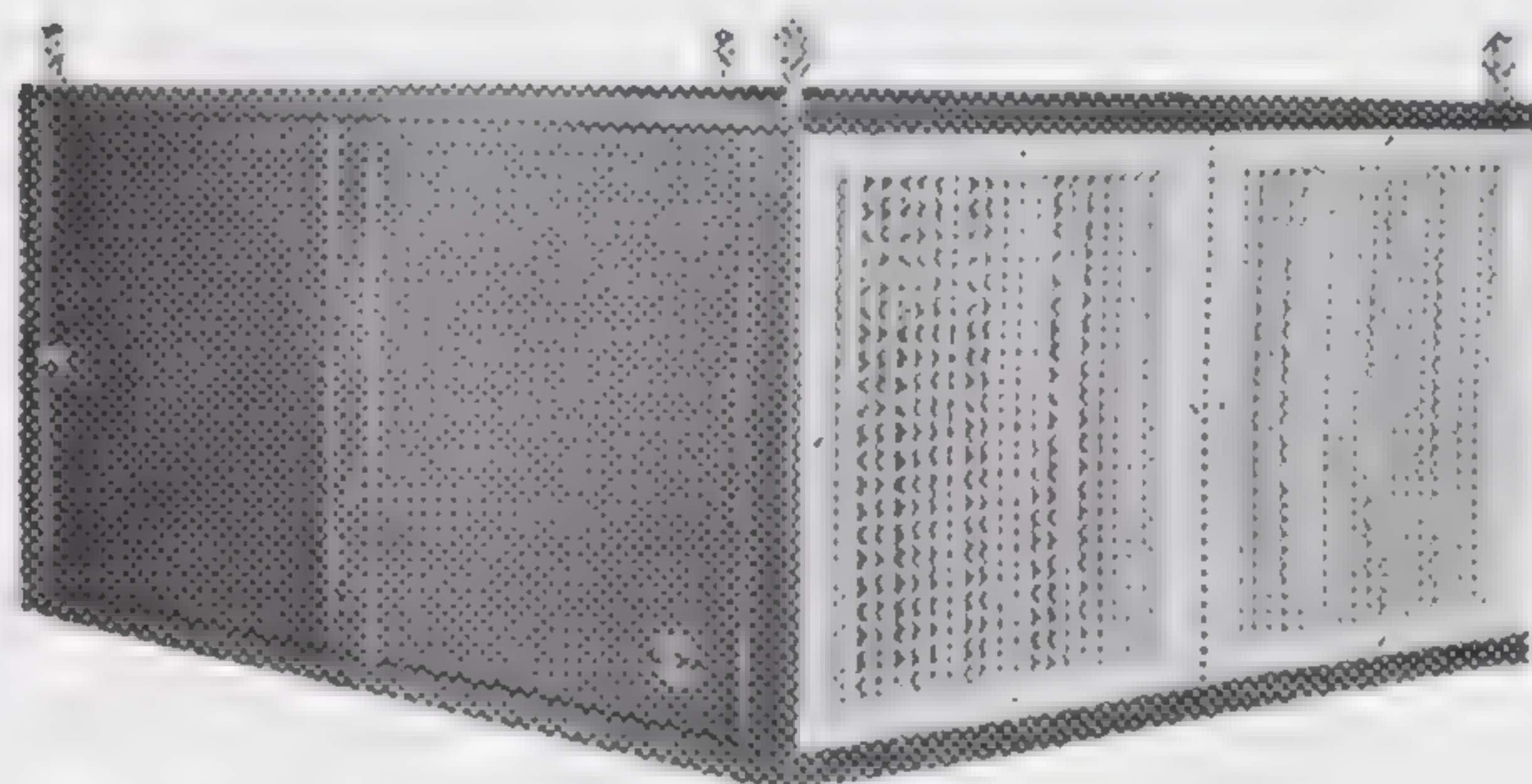


**ELTRON  
ON**

**ELTRON  
OFF**



**Eltron is Self Contained, It Just Plugs In, and Does Not Require Duct Work or Costly Installations**



**MODEL  
EA-24**

**Your Air Will Be Clean and Recirculated  
No More Exhausting Your Heat and Money**



Call or Write Today for Money Saving Information or a Free Demonstration

**ELTRON MFG. INC.**  
Interstate Industrial Park  
Bellmawr, N.J. 08030  
Phone: (609) 931-1200



**CAR WASH, WAXING & POLISHING EQUIPMENT**

---

**Bivens-Winchester Corporation**  
Booth G

**Broadway Equipment Company**  
Booths 762-764 & 812-814

**Car Care Corporation**  
Booths 1213-1217

**Car Clean**  
Booths 1412 & 1413

**Chalfont Industries**  
Booth M

**Detroit Tool Custom Manufacturing Company**  
Booths 559-561 & 609-611

**Hanna Industries, Lark Div.**  
Booths 775-780 & 825-830  
*See advertisement page 97*

**IAS National Inc.**  
Booths 976-978

**The Smith Company**  
Booth 580

**Soft Brush Car Wash System Inc.**  
Booths 860 & 861

**Tam Am**  
*See Box Suite 430*

**Tammermatic Corporation**  
Booth 800

**Waxing Corporation**  
Booths 380 & 530

**Weben Industries**  
Booth Z

**COATING APPLICATION EQUIPMENT**

---

**Binks Manufacturing Co.**  
Booths 912 & 913

**Chalfont Industries**  
Booth M

**Detroit Autobody Equipment Inc.**  
Booth 1182

**DeVilbiss Company**  
Booths 1058-1061 & 1108-1111

**Lincoln St. Louis**  
Booths 864 & 865, 914 & 915

**COMMUNICATIONS EQUIPMENT**

---

**American Telephone & Telegraph Co.**  
Booth H  
*See advertisement page 91*

**Coreco Research Corporation**  
Booth 1409

**Executone, Inc.**  
Booth 766

**Phone Ware, Inc.**  
Booth 1025

**Tele-Com Office Products**  
Booth 561

**COMPUTER SERVICES**

---

**ADP Dealer Services Inc.**  
Booths 875-880 & 925-930  
*See advertisement page 38*

**Auto-Tell**  
Booth 1000  
*See advertisement page 89*

**Balance Computer Corporation**  
Booths 1205-1207

**Cars, Inc.**  
Booth K  
*See advertisement page 115*

**Compucorp**  
Booths 862 & 863

**Display Data Corporation**  
Booth L  
*See advertisement page 21*

**International Computer Systems**  
Booths 464 & 465

**Management Consulting Services, Inc.**  
Booth 175

**Monroe, The Calculator Co.**  
Booth 566  
*See advertisement page 109*

**Oakleaf & Associates**  
Booths 1219 & 1220  
*See advertisement page 11*

**Reynolds & Reynolds**  
Booths 658-666 & 710-716  
*See advertisement page 94*

**DEALERSHIP FACILITIES**

---

**Energy Saving Products**  
Booth 462  
*See advertisement page 39*

**Guardian Light Company**  
Booth 1300

**Lighting Systems, Inc.**  
Booth 280  
*See advertisement page 44*

**Palco International Corp.**  
Booth 1302

**Perfection Products Company**  
Booth 680

**Roberts-Gordon Appliance Corp.**  
Booth 1320

**Spaulding Company, The J. H.**  
Booth 423

**DEALERSHIP MANAGEMENT SERVICES**

---

**Additions to Income, Inc.**  
Booth M

**Automated Marketing System, Inc.**  
Booths 275 & 276

**Automotive Service Consultants**  
Booths 363-365

**Borawski, Orefice & Co.**  
*See advertisement page 65*

**Joe Gandolfo & Associates**  
Booth 1301

**Girard Productions**  
*See advertisement page 83*

**Go, Inc.**  
Booths 263-265

**KAP Associates**  
*See advertisement page 93*

**Key Royal Automotive Company**  
Booths 460 & 461

**Kolnicki & Company**  
Booth 1309

**Laser Ltd.**  
Booth 1509

**Marcus, Bill-Parts Consultant**  
Booth 656

**NAISA National Automotive Insurance Service Agency**  
Booth 200  
*See advertisement page 42*

**National Automobile Dealers Assoc. Retirement Trust (NADART)**  
Booth 600  
*See advertisement page 113*

**Norick Brothers, Inc.**  
Booth 300

**Polk & Company, R. L.**  
Booth 466

**Poorman-Douglas Corporation**  
Booth 676

**Ryan & Associates, Inc., Pat**  
Booths 313-315

**ELECTRONIC AIR CLEANERS**

---

**Eltron Manufacturing Company**  
Booth 655  
*See advertisement page 79*

**Tepco, Inc.**  
Booths 625 & 626

**United Air Specialists, Inc.**  
Booths 905 & 906

**FINANCE AND INSURANCE**

---

**Acceleration Life Insurance Co.**  
Booths 973-1023

**American Hardware Mutual Life Insurance Company**  
Booth 765  
*See advertisement page 33*

**Associates Commercial**  
*See advertisement page 100*

**Borawski, Orefice Inc.**  
*See advertisement page 65*

**Consumer Protection Plan**  
Booths 952-956, 1003-1006

**Ford Life**  
Booth X

**Ford Motor Credit Co.**  
Booth X

**Gamut Investments**  
Booth 900

**Gandolfo, CLU & Associates, Joe**  
Booth 1301

**General Motors Acceptance Corp.**  
Booth B  
*See advertisement page 9*

**Heritage Life Insurance Company**  
Booth 273

**Lloyd Andersen & Co., Inc.**  
Booths 1410 & 1411  
*See advertisement page 67*



# How you can profit from our experience

**Do you know** if your current extended service contract program is the best for your individual dealership? There are so many different companies promoting the relative advantages of their particular program, it has been very confusing, and hard to know how to compare. Until now.

**Significant differences.** The programs you are being asked to consider for your dealership are probably not all the same. There are significant differences in the benefits your customers will enjoy ■ differences in the amount of actual profit you will enjoy ■ differences in the financial integrity of the insurance company underwriting your customers' claims ■ differences in the amount of experience the administrator has had in the service contract field.

**The oldest and most experienced.** In the automobile service contract organizations in business today, we were the first to provide contractual liability insurance as financial backing to extended warranties. We have

been providing a fully insured program for longer than any of the rest, and were the first to underwrite our program with insurance companies rated "A+ Excellent" (which is still the way we operate today).

**Integrity and quality.** We have built our program slowly and carefully over the years, working only with dealers and general agents we felt were as interested as we in providing integrity and quality to the automobile buyers we both serve. Our dealers tell us we provide the very finest claim service, as well as some of the most competitive programs in the industry.



**First  
American  
Warranty  
Corporation**

3100 Broadway, Kansas City, Missouri 64111  
Telephone 816 531 7668

A subsidiary of  
First American Financial Corporation

**Want the best?** If you are not currently offering your customers the benefits of a fully insured extended service contract program, or if your current program doesn't have quite the quality service or financial integrity you would prefer, pick up the phone now and call John D. Mohler, National Sales Director, toll free at 800-821-5546—or send him the coupon below. He'll be happy to send you a factual analysis which shows how each aspect of your present program compares with First American's. Experience does make a difference...and you can profit from our experience.

First American Warranty Corporation  
3100 Broadway, Kansas City, Missouri 64111

Please send complete information on the First American Service Contract Program, including a factual comparative analysis. My service contract program is administered by:

Company Name \_\_\_\_\_

Your Name \_\_\_\_\_

Dealership Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_



**Maguire Insurance Agency, Inc.**  
Booth 560

**Minnehoma Insurance Company**  
Booths 758 & 808  
*See advertisement page 27*

**Motors Insurance Corporation**  
Booth B  
*See advertisement page 99*

**National Automobile Dealers Insurance Trust and National Automotive Insurance Agency, Inc.**  
Booth F  
*See advertisement page 42*

**National Automobile Dealers Retirement Trust**  
Booth 600  
*See advertisement page 67*

**Pitcher & Doyle**  
*See advertisement page 13*

**Universal Underwriters Insurance Company**  
*See advertisement inside front cover*

**USLIFE Credit Life Insurance Co.**  
Booth 278

**World Service Life Insurance Co.**  
Booths 773 & 823

#### **FRAME STRAIGHTENING EQUIPMENT**

**Applied Power Inc.**  
Booths 677 & 678, 727 & 728

**Buske Industries, Inc.**  
Booth 516

**Chief Industries, Inc.**  
Booths 753-755 & 803-805

**Grabber Manufacturing Co.**  
Booth 408

**Guy Chart Sales, Inc.**  
Booth 180

#### **LIFTS**

**Benwil Industries**  
Booths 873 & 923  
*See advertisement page 76*

**Dresser Wayne, Globe Products Division**  
Booth 400

**Grand, Inc.**  
Booths 903 & 904

**Lincoln St. Louis**  
Booths 864 & 865, 914 & 915

**Nike Hydraulics**  
Booths 575-578

**Stewart-Warner Corp.**  
Booths 1075-1078 & 1125-1128

**Western Manufacturing Company**  
Booths 703 & 704

#### **LUBRICATION EQUIPMENT & INVENTORY CONTROL SYSTEMS**

**ARO Corporation**  
Booth 1123

**Gilbarco**  
Booths 723-725

**Graco, Inc.**  
Booth 1050

**Lincoln St. Louis**  
Booths 864 & 865, 914 & 915

**Tipton Laboratories**  
Booths 1113-1114  
*See advertisement page 43*

#### **MISCELLANEOUS**

**Automotive Organizational Team**  
Booth 463

**Chalfont Ind.**  
Booth M

**Electric Auto Corporation**  
Booths 1304-1307

**Encyclopedia Britannica**  
Booth 1317

**F. W. & Associates**  
Booth 373

**Handi Products**  
Booth 815

**S. Klenosky Inc.**  
Booth 856

**Louisville Manufacturing Company**  
Booths 510 & 511

**Magazine Publisher's Association**  
Booth 610  
*See advertisement page 117*

**R. L. Polk & Company**  
Booth 466

**RVIA**  
*See advertisement page 59*

**Safelok Systems Inc.**  
Booth 1513

**Supra**  
Booth 756  
*See advertisement page 73*

**Telecheck Services Inc.**  
Booth 1406

**Trader Tex**  
Booth 810

**Tri-State Industries**  
Booths 1200-1204

**Uniroyal Tire Company**  
Booths 323-326

#### **MOTOR OIL & LUBRICANTS**

**Kendall Refining Company**  
Booths 910 & 911

**Krex Graphite Super Lubricants**  
Booth 182  
*See advertisement page 77*

**Quaker State Refining Corporation**  
Booths 853-855  
*See advertisement page 47*

**Stewart-Warner Corp.**  
Booths 1075-1078 & 1125-1128

**Wynn Oil Co.**  
Booth 1181

#### **OUTDOOR LIGHTING**

**American Sign & Indicator**  
Booth 508

**ELSCO Lighting Products Inc.**  
Booths 611 & 612

**Guardian Light Company**  
Booth 1300

**Lighting Systems Inc.**  
Booth 280  
*See advertisement page 44*

**Marquis Sign Company**  
Booths 1500 & 1501

**J. H. Spaulding Company**  
Booth 423

#### **PUBLICATIONS**

**Automotive Age**  
Booth 613

**Automotive Executive**  
Booth F

**Automotive News**  
Booth 458

**Encyclopedia Britannica**  
Booth 1317

**Magazine Publishers Association**  
Booth 610  
*See advertisement page 117*

**Money Magazine**  
*See advertisement page 107*

**National Auto Dealers Used Car Guide**  
Booth F

**National Auto Research Publications**  
Booth 627

**National Market Reports**  
Booth 277

**Ward's Communications Inc.**  
Booth 1218

#### **RECONDITIONING PRODUCTS**

**BAF Industries**  
Booths 760 & 761

**Chalfont Industries**  
Booth M

**Ridgeway Chemicals**  
Booth 975  
*See advertisement page 23*

**Smith Company, The**  
Booth 580

#### **RECREATIONAL VEHICLES**

**Bivouac**  
*See advertisement page 46*

**Conversions by Gerring**  
Superdome Box Suite 401  
*See advertisement page 108*

**Higgins—Delta Corp.**  
Booths 1504-1508  
Superdome Box Suite 402

**National Coach Corporation**  
Booth W  
*See advertisement pages 52 & 53*

**Roman's Chariot Shop**  
Booth 726

**Roman Wheels**  
Booths 327-330



**RVIA**

See advertisement page 59

**Starcraft RV**

Booth A  
Superdome Box Suite 433

**Tra-Tech Corporation**

Booths 512-515

**Utilimaster Div., Holiday Rambler Corp.**

Booth AA

**Van Man Corporation**

Booth 100  
See advertisement page 3

**SERVICE CONTRACTS****Acceleration Life Insurance Company**

Booths 973 & 1023

**American Warranty Corporation**

Booth Y  
See advertisement page 111

**Consumer Protection Plan**

Booths 953-956 & 1003-1006

**First American Company**

See advertisement page 81

**Gamut Investments**

Booth 900

**North American Dealer Group, Inc.**

Booths 375-378 & 425-428

**World Service Life Insurance Company**

Booths 773 & 823

**SERVICE TOOLS & EQUIPMENT****Allen Testproducts Division**

Booths 366 & 416

**AMMCO Tools, Inc.**

Booths 473-475 & 523-525

**Applied Power, Inc.**

Booths 677-678 & 727-728

**Auto Dynamics**

Booths 1321 & 1322

**Bend O Matic Service Company**

Booths 1404 & 1405

**Binks Manufacturing Company**

Booths 912 & 913

**Cee Gee, Inc.**

Booths 1062 & 1063  
See advertisement page 83

**Clayton Manufacturing Company**

Booth V

**Detroit Tool Custom Manufacturing**

Booths 866 & 916

**DeVilbiss Company**

Booths 1058-1061 & 1108 & 1111

**Dresser-Wayne, Globe Products Div.**

Booth 400

**Fast Start Inc.**

Booth 1221

**Grabber Manufacturing Company**

Booth 408

**Grand, Inc.**

Booths 903 & 904

**Guy Chart Sales Inc.**

Booth 180

**Hamilton Test Systems**

Booth S

**Hennessy Industries, Inc.**

Booths 1400-1403

**Hunter Engineering Company**

Booths 958-966 & 1008-1016

**ITEL**

See advertisement page 51

**Kent-Moore Tool Division**

Booth 160

**Lincoln St. Louis**

Booths 864 & 865, 914 & 915

**Magnum Automotive Equipment, Inc.**

Booth 811

**Neway Manufacturing Inc.**

Booth 1064

**Plastical Industries**

Booth 806

**Radiator Aid, Inc.**

Booth 1319

**Siemens Corporation**

Booths 360-362 & 410-412

See advertisement page 35

**Stewart-Warner Corporation**

Booths 1075-1078

**Sun Electric Corporation**

Booth O

**Tennant Company**

Booths 628-630

**Western Manufacturing Company**

Booths 703 & 704

**SOUND SYSTEMS****ARA Manufacturing Company**

Booths 1053-1056 & 1103-1106

**Audiovox Corporation**

Booth I

See advertisement page 32

**Clarion Corporation of America**

Booths 1510-1511

**Custom Auto Accessories Company**

Booth 500

**Delco Electronics Division**

Booth D

See advertisement page 50

**Motorola Automotive Products**

Suite 420

**Panasonic Auto Audio**

Booth R

**RCA Distributor & Special Products Division**

Booths 1311 & 1312A, 1313 & 1314

See advertisement page 41

**TOWING EQUIPMENT****Dover Corporation, Ernest Holmes Division**

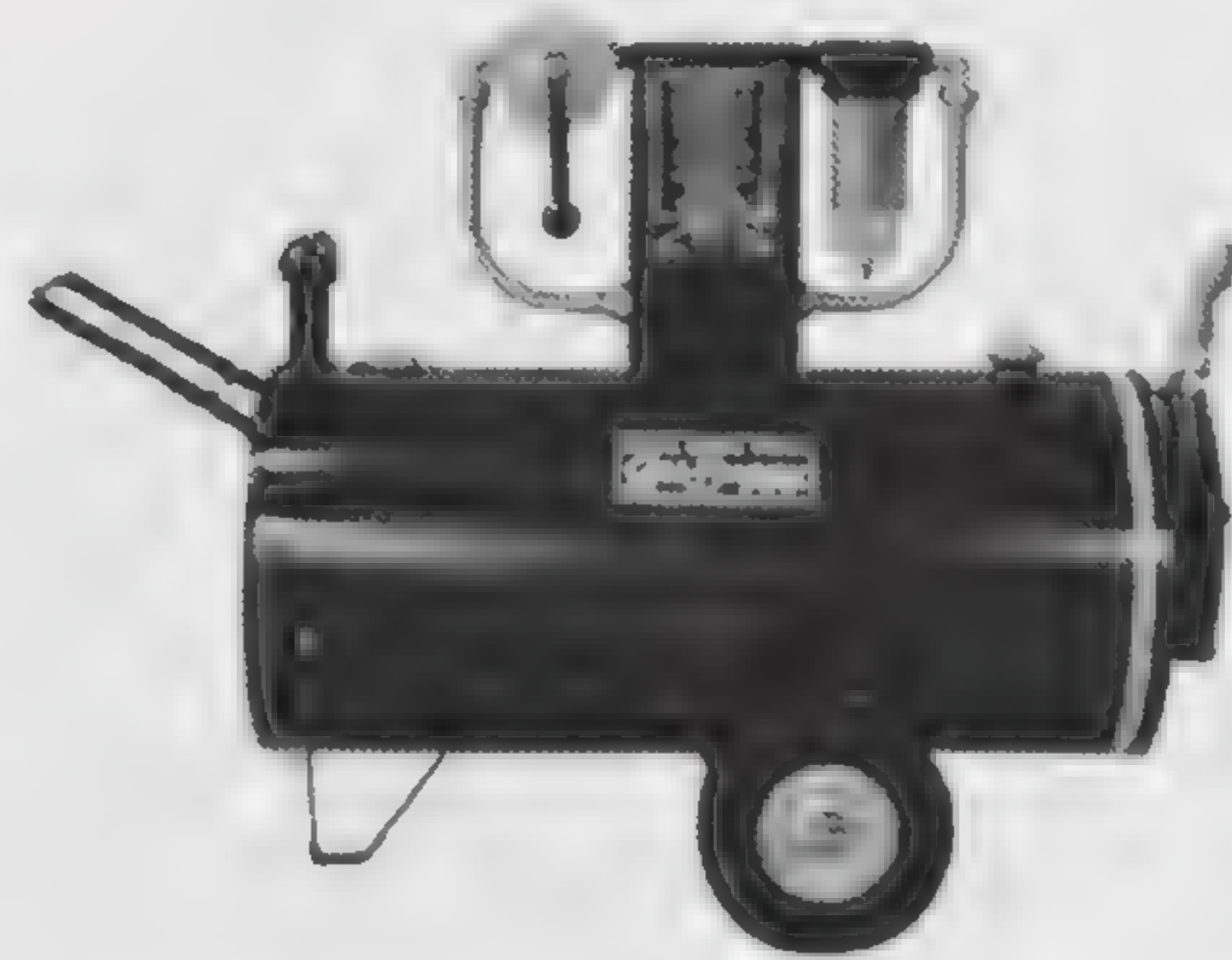
Booths 258-262 & 308-312

See advertisement pages 60 & 61

# look

from the  
safety  
angle . . .

Our CEE-GEE  
Gas Buggy  
is FM approved  
and meets all  
OSHA requirements



**CEE-GEE** Incorporated  
P.O. Box 138, Diaz, Arkansas 72043  
Phone (501) 523-3815

**IF YOU CAN AFFORD  
TO PASS UP A SALE—  
DON'T READ ANY FURTHER**



**"AN EXPERIENCE WITH  
JOE GIRARD"**

Six (6) cassette tapes which capture the World's Greatest Salesman at his very best.

Joe candidly relays the techniques that made him successful and how these same ideas & motives can help you sell better.

If you are serious about the selling profession, this dynamic presentation is a must for you.

You can gain experience from the World's Greatest Salesman for only \$75.00, which includes postage and handling.

Send check or money order to:

**GIRARD PRODUCTIONS**

BOX 358

EAST DETROIT, MICH. 48021



# SUPERDOME BOX SUITES

**Advision Inc.**  
Suite 405

**American Sunroof Corporation**  
Suite 455  
Also See Booth 476-480 & 526-530  
*See advertisement page 49*

**Audiovox Corporation**  
Suite 431  
Also See Booth I  
*See advertisement page 32*

**Benton & Bowles**  
Suite 416

**Bodyguard Rustproofing Co.**  
Suite 427

**Cars, Inc.**  
Suite 448  
Also See Booth K  
*See advertisement page 115*

**Consumer Protection Plan**  
Suite 428  
Also See Booth 953-956 & 1003-1006

**Conversions by Gerring**  
Suite 401  
*See advertisement page 108*

**Davis, Newman, Payne Advertising**  
Suite 409

**Delco Electronics Division**  
Suite 456  
Also See Booth D  
*See advertisement page 50*

**Display Data Systems**  
Suite 435  
Also See Booth L  
*See advertisement page 21*

**Electric Auto Corporation**  
Suite 418  
Also See Booth 1304-1307

**Genway Corporation**  
Suite 460

**Higgins-Delta Corporation**  
Suite 402  
Also See Booth 1504-1508

**Johnson's Fender Rack & Accessories**  
Suite 437

**Lloyd Anderson & Company, Inc.**  
Suite 464  
Also See Booths 1410 & 1411  
*See advertisement page 11*

**Midas International Corp.**  
Suite 450

**Model A & Model T Motor Car Reproductions**  
Suite 403

**Motorola, Inc.**  
Suite 420

**North American Dealer Group Inc.**  
Suite 434  
Also See Booths 375-378 & 425-428

**R. L. Polk & Company**  
Suite 447  
Also See Booth 466

**Polyglycoat Corporation**  
Suites 441-444  
Also See Booth 558  
*See advertisement back cover*

**Progressive Communications**  
Suite 404

**Starcraft RV**  
Suite 433  
Also See Booth A

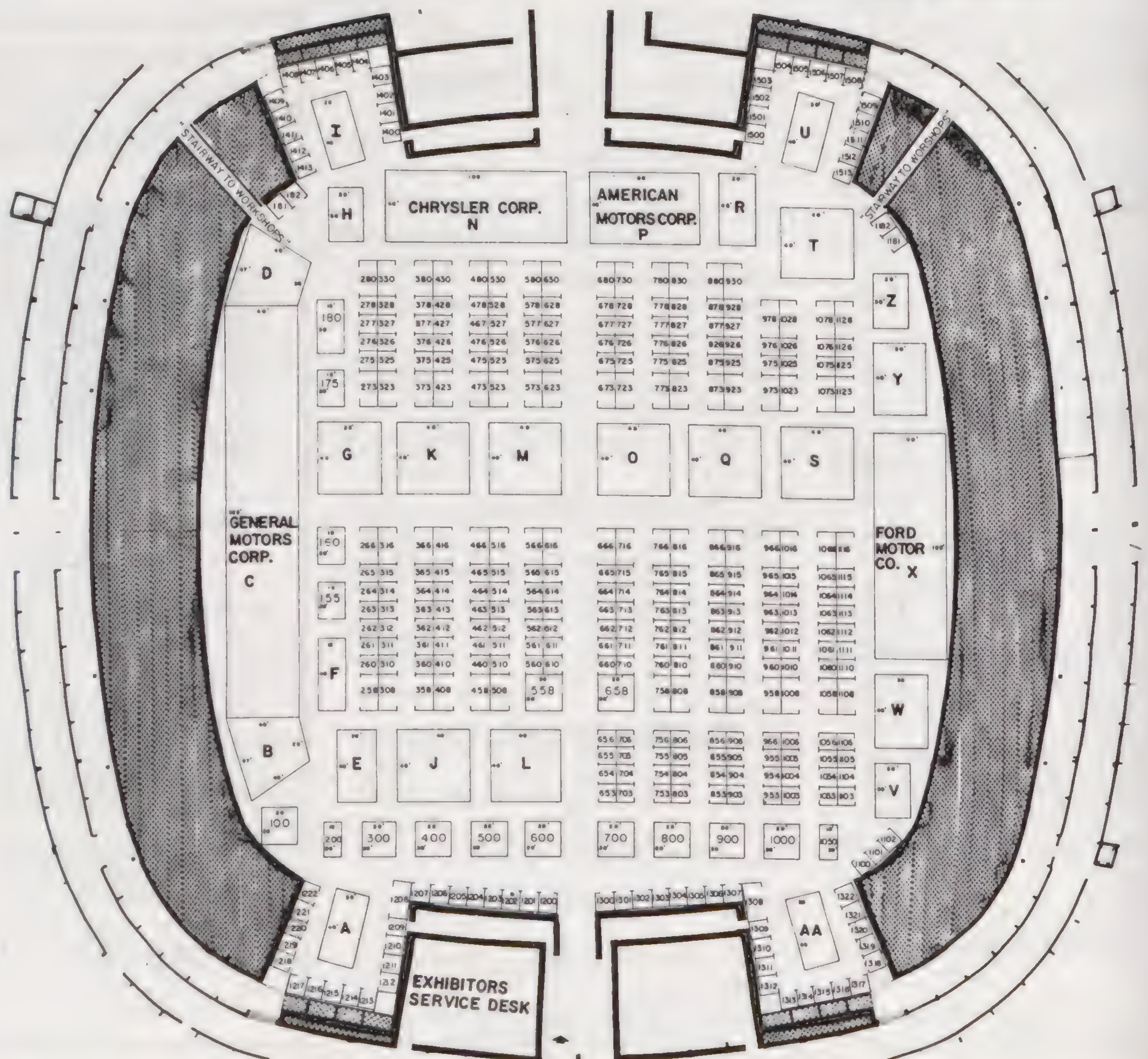
**Tam Am Inc.**  
Suite 430

**Tough-Sheen Teflon, Inc.**  
Suite 439  
*See advertisement pages 28 & 29*

**Tuff Kote Dinol**  
Suite 462

**Winnebago**  
Suite 463

**World Service Life Insurance Co.**  
Suite 413  
Also See Booths 773 & 823





# Who's Who In NADA



The dedicated men who serve as officers and directors of the National Automobile Dealers Association—and the director of the American Truck Dealers Division—are the guiding force in fulfilling NADA's commitment to its members.



# NADA Officers

President  
**William C. Doenges**  
 Bartlesville Ford, Inc.  
 Box Z  
 Bartlesville, OK 74003



President-Elect  
**George S. Irvin**  
 George Irvin Chevrolet  
 390 S. Colorado Blvd.  
 Denver, CO 80222



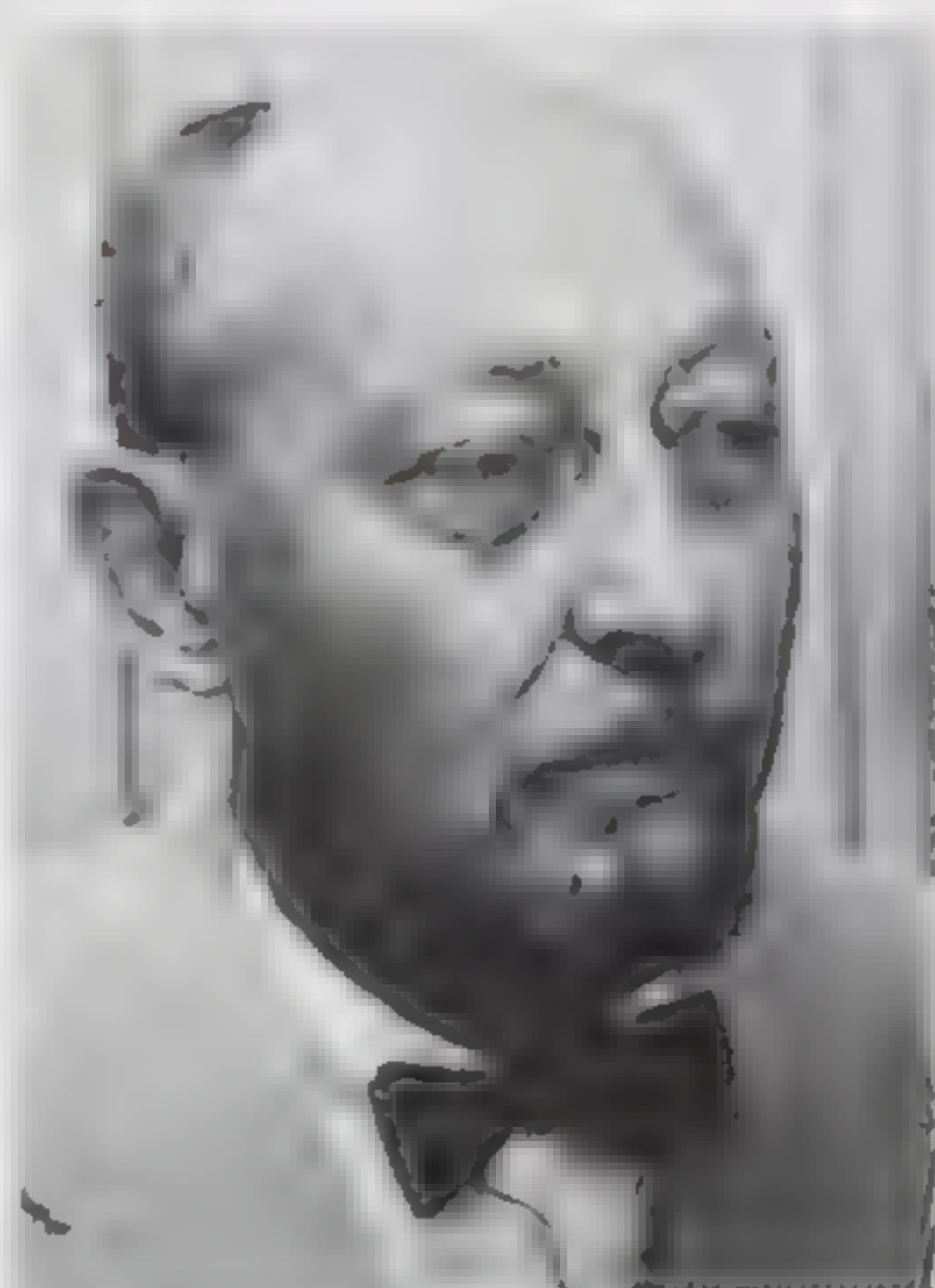
First Vice President-Elect  
**Wendell H. Miller**  
 Miller Motor Car Corp.  
 (Dodge-Honda-Linc.-Merc.)  
 4455 Vestal Parkway  
 Binghamton, NY 13903



Treasurer  
**George W. Lyles**  
 Lyles Chevrolet Co.  
 (Rolls Royce)  
 1800 N. Main St.  
 High Point, NC 27762



Secretary  
**Allan R. Rhodes**  
 Allan Rhodes, Inc.  
 (Ford-Honda)  
 937 Jefferson St.  
 Paducah, KY 42001



Secretary-Elect  
**Frank C. Davis, Jr.**  
 Frank Davis Buick, Inc.  
 (Opel)  
 Box 5128  
 Nashville, TN 37206



**Frank E. McCarthy**  
 Executive Vice President  
 National Automobile Dealers  
 Association





**Vice President**  
Joseph A. Barry  
Barry Pontiac-Buick, Inc.  
(Volvo-Datsun)  
166 Connell Hwy.  
Newport, RI 02840



**Vice President-Elect**  
Leslie M. Emerson  
Louis Chevrolet  
675 Main St.  
Lewiston, ME 04240

## DIRECTORS



Wagner



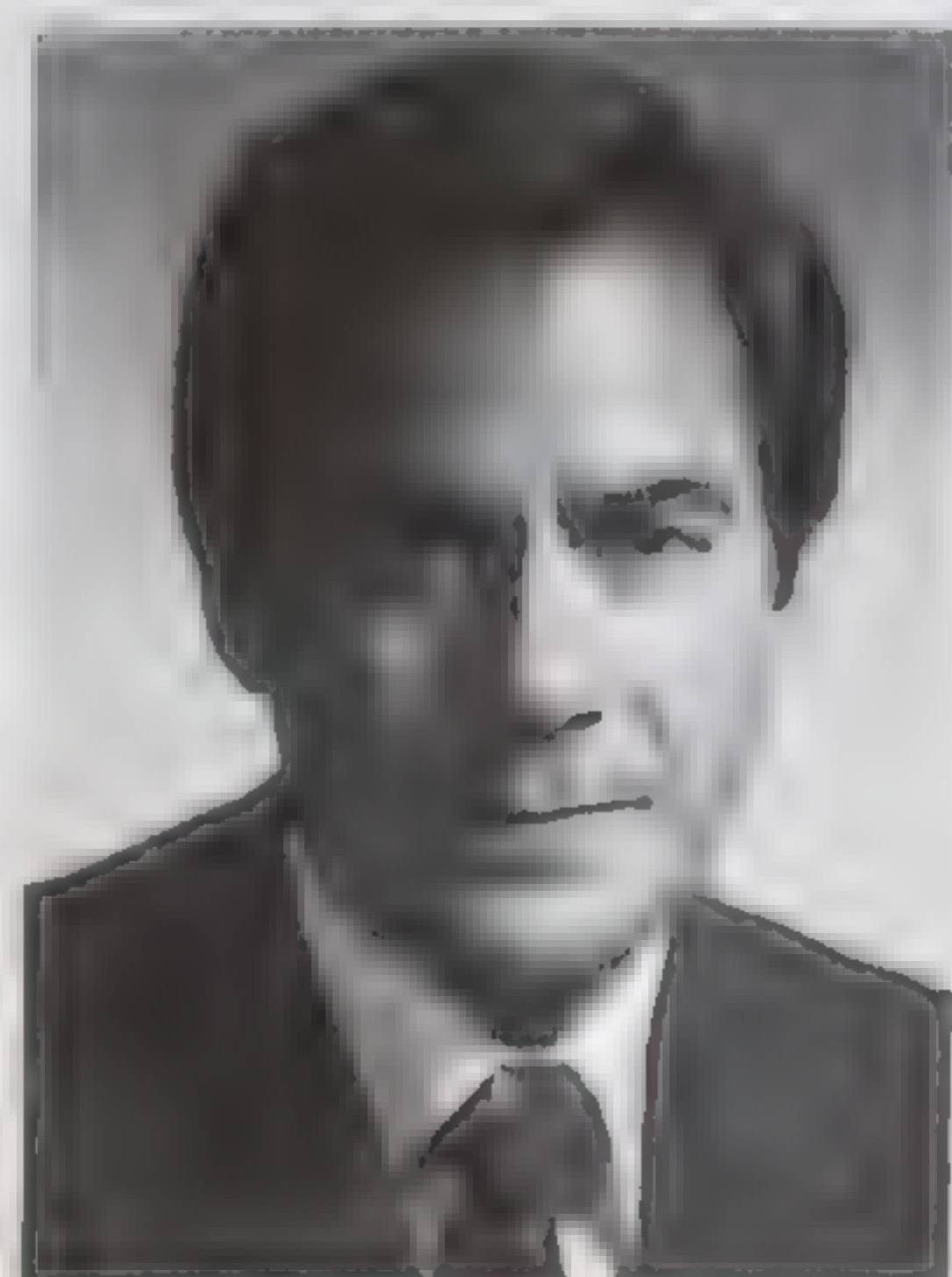
Ursomarso



Banks



Burd



Herrmann



Sutliff



Haldeman



Yadow

**Connecticut.** Richard D. Wagner,  
*Wagner Ford-Peugeot Sales, Inc.*,  
1285 Hopmeadow St., Simsbury, CT  
06070

**Delaware.** Anthony Ursomarso,  
*Union Park Pontiac, Inc.*, P.O. Box  
2508, Wilmington, DE 19806

**Maine.** Leslie M. Emerson, (see  
*REGION I, Vice President-Elect*)

**Massachusetts.** (Special election  
being held to elect new Director.  
Name unknown at press time.)

**New Hampshire.** David A. Banks,  
*Banks Chevrolet & Cadillac, Inc.*,

137 Manchester St., Box 473,  
Concord, NH 03301

**New Jersey.** Robert M. Burd, Warren  
*Volkswagen, Inc. (Audi)*, E.  
Washington Avenue, Washington, NJ  
07882

**New York (State).** Wendell H. Miller,  
(see *OFFICERS, First Vice President-  
Elect*)

**Metropolitan New York.** Mark S.  
Herrmann, *Mark Buick Corp.*  
(Opel), 291 Tuckahoe Rd., Yonkers,  
NY 10710

**Eastern Pennsylvania.** Gregory

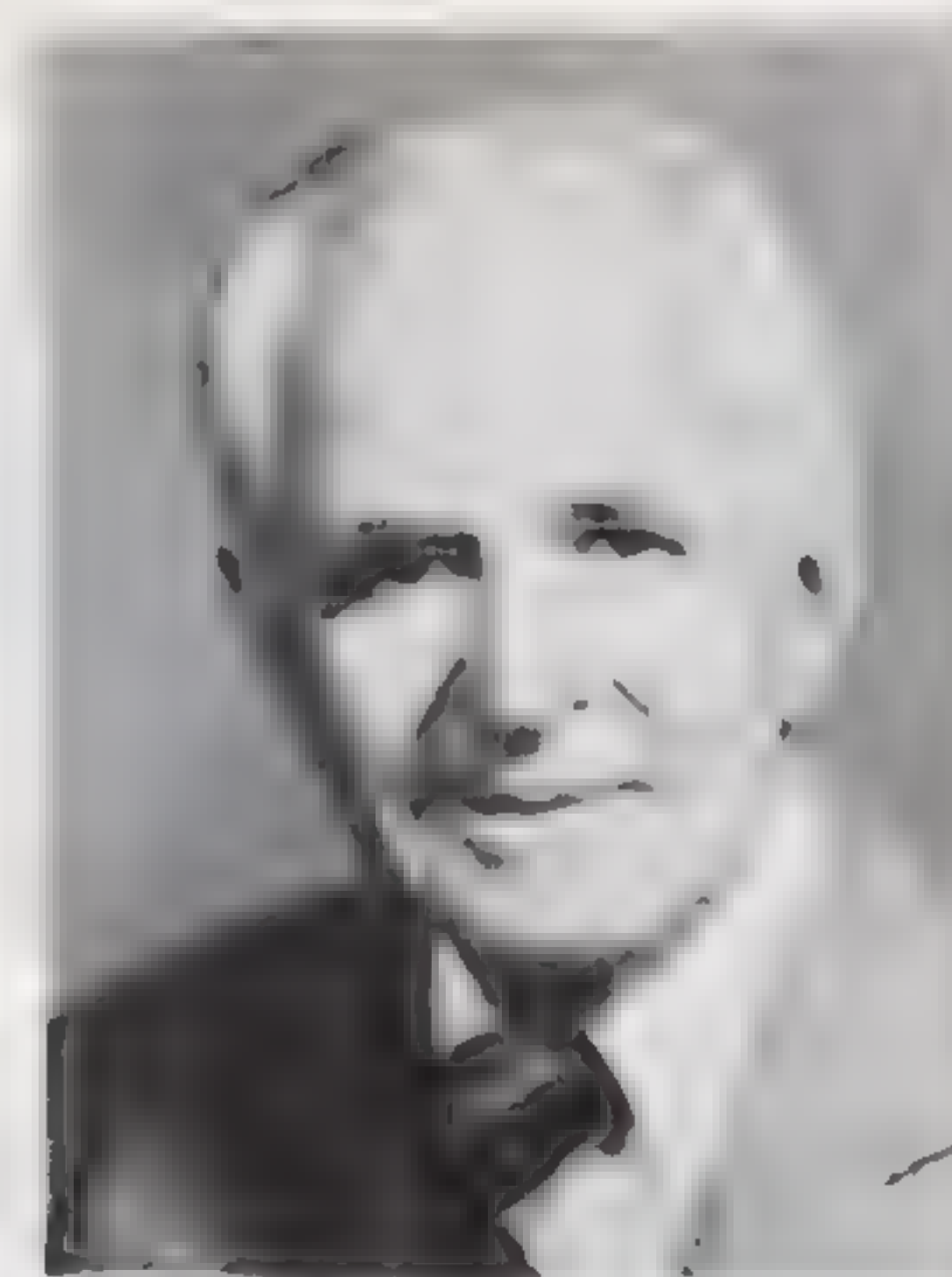
Sutliff, *Sutliff Chevrolet (Colt)*, P.O.  
Box 1307, Harrisburg, PA 17105

**Western Pennsylvania.** John H.  
Haldeman, *Forest Hills Motor Co.*,  
(Ford), 2300 Ardmore Blvd.,  
Pittsburgh, PA 15221

**Rhode Island.** Joseph A. Barry, (see  
*REGION I, Vice President*)

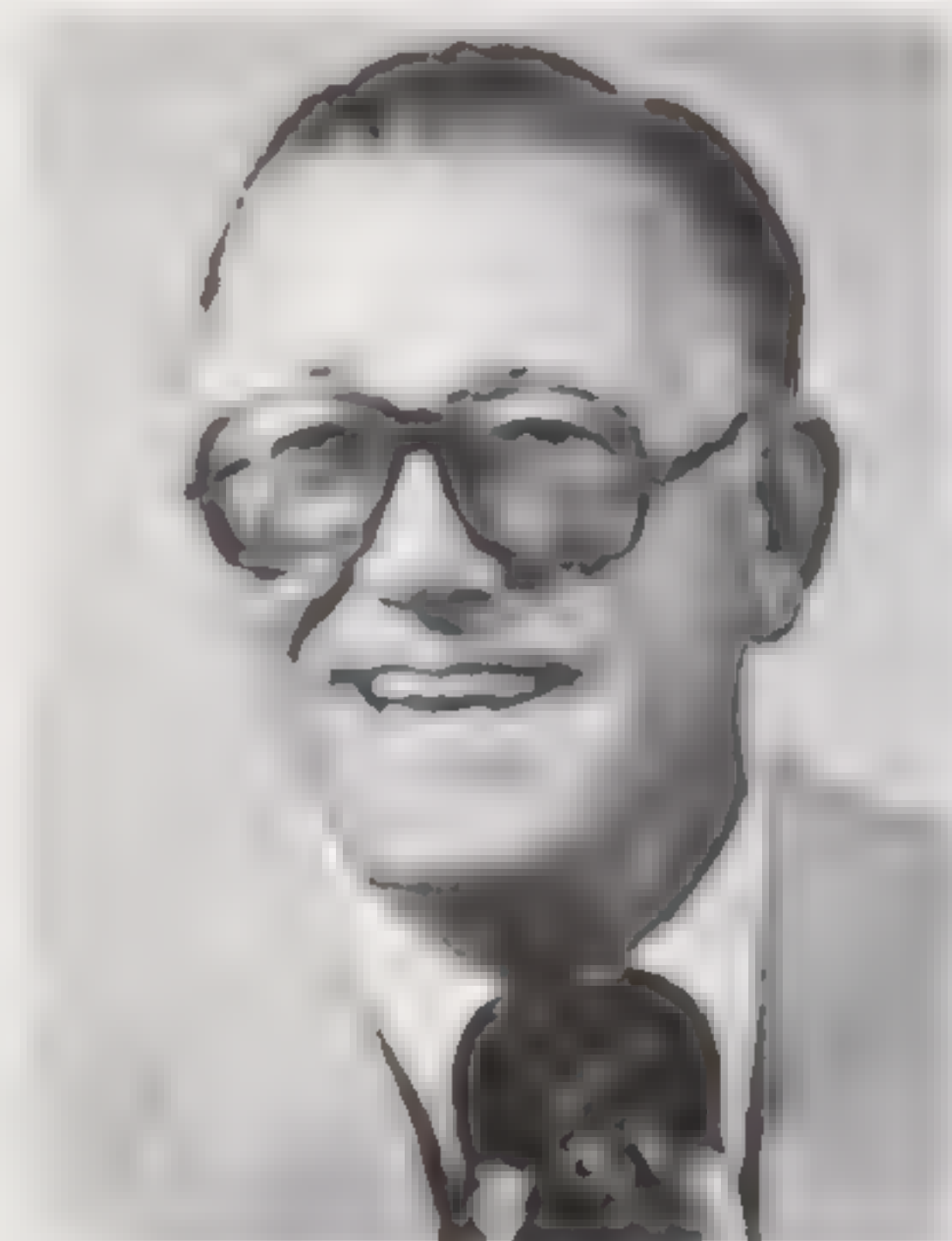
**Vermont.** Donald R. Yadow,  
*Yadow Motor Co., Inc. (Pontiac)*,  
432 Flynn Ave., Burlington, VT  
05401





**Vice President**  
Bertrand A. Feiber  
Boutwell-Feiber Chevrolet-  
Buick, Inc.  
200 Austin St.  
Bogalusa, LA 70427

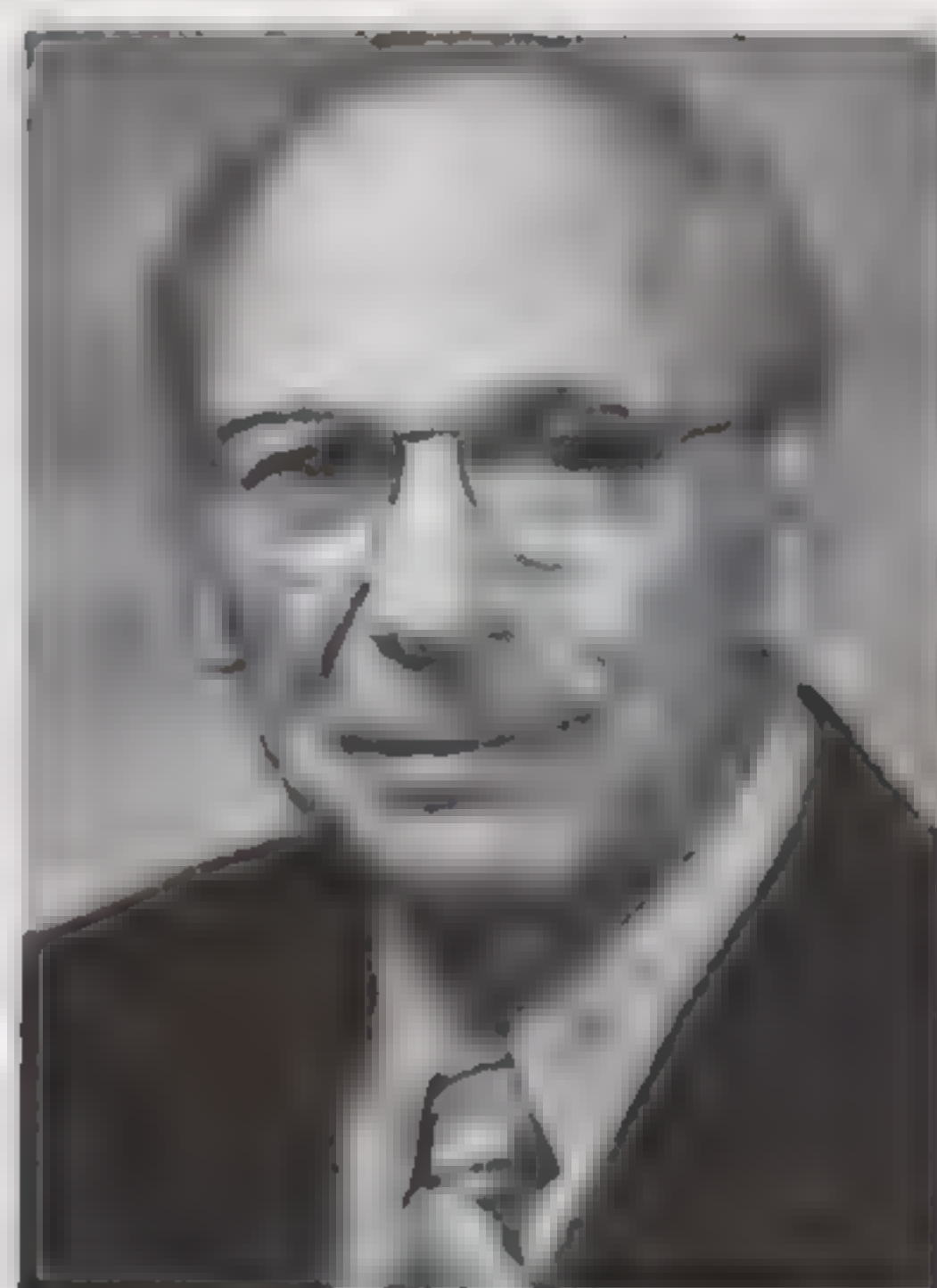
# DIRECTORS



Thomas



Trotter



Sheehy



Curry



Doenges



Turnbull



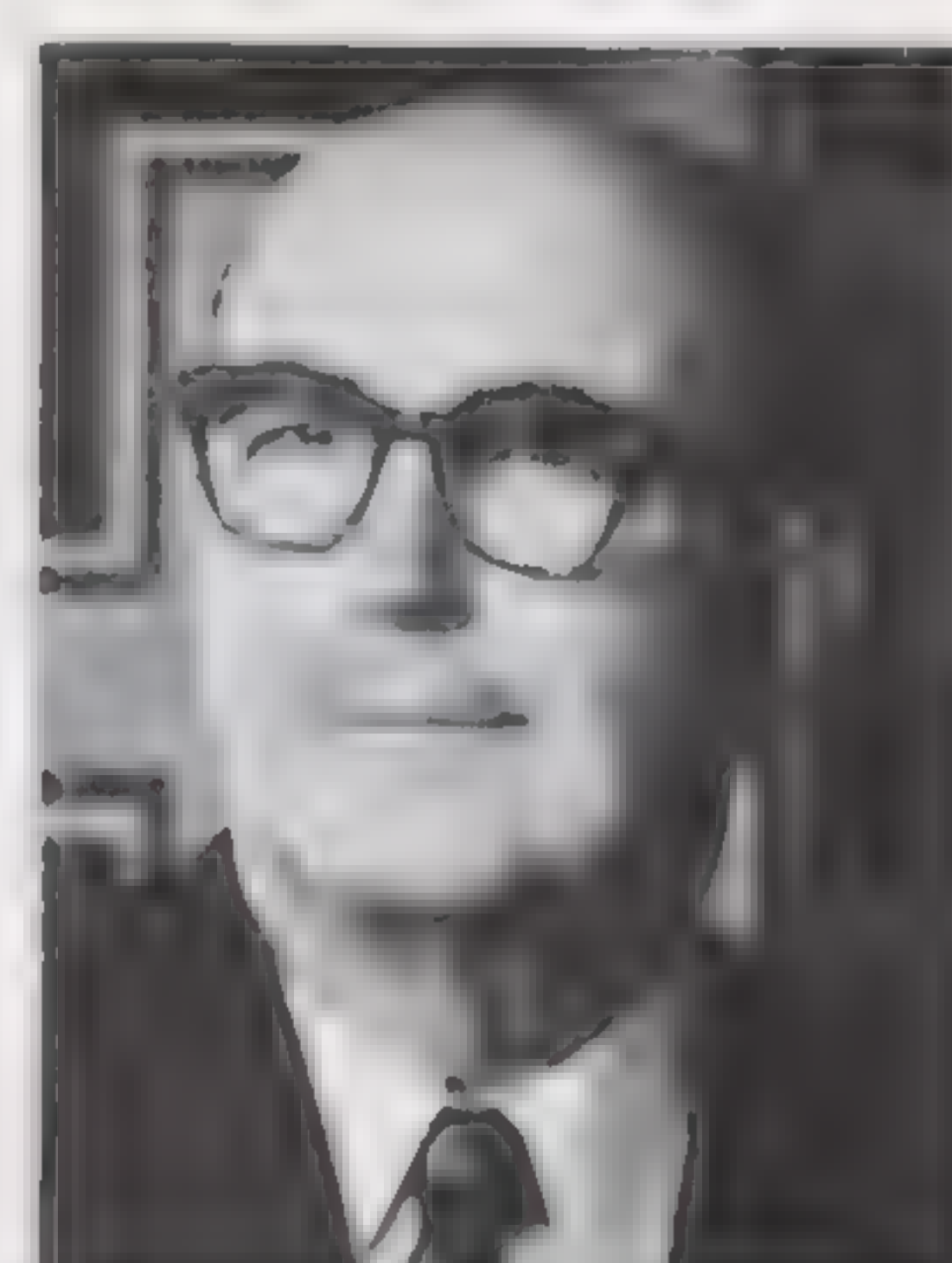
Doenges



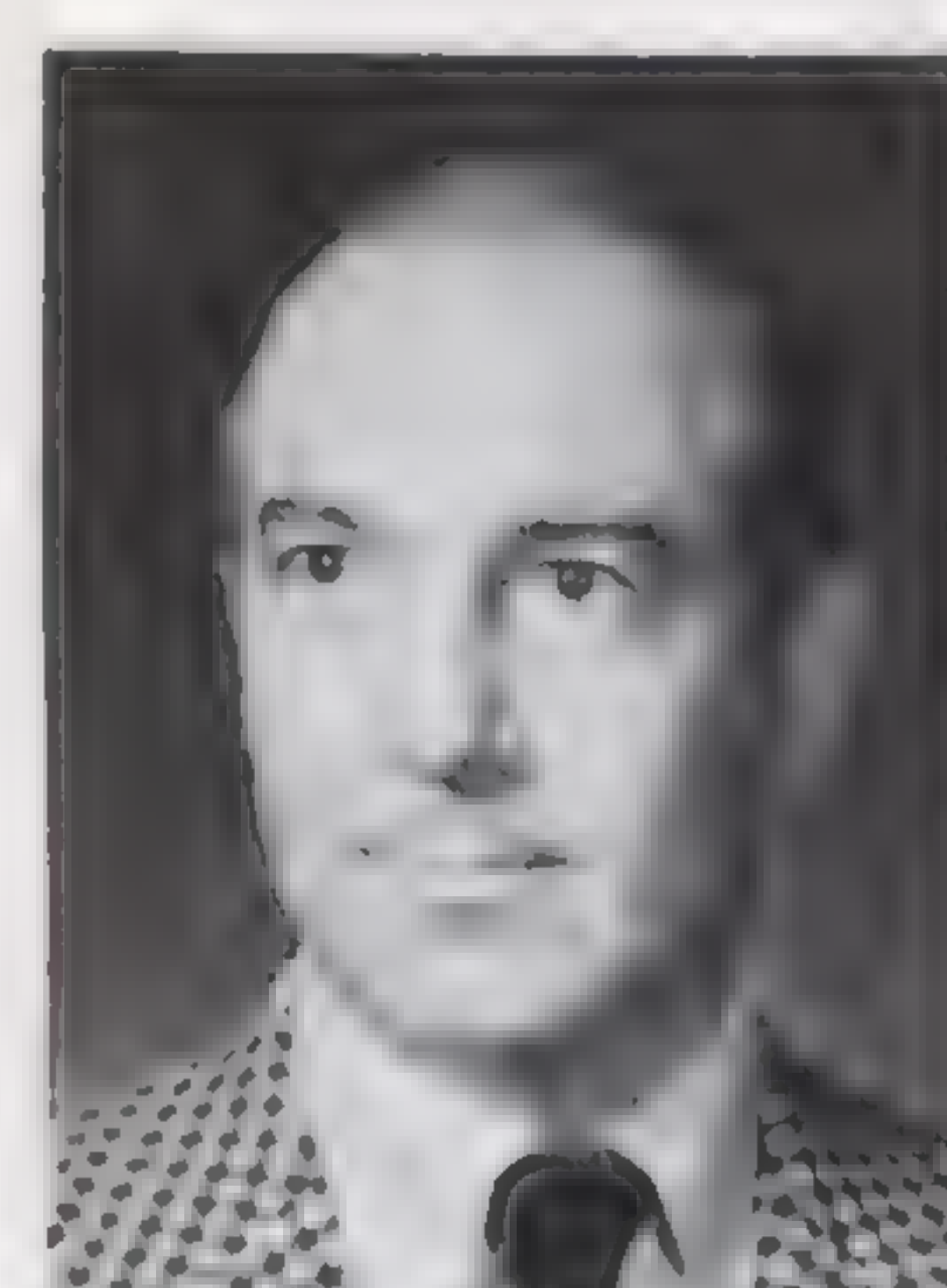
Doenges



Doenges



Doenges



Doenges



Doenges

**Alabama.** John D. Thomas, *John Thomas Ford, Inc.*, 205 Broad St., Gadsden, AL 35902

**Arkansas.** Henry F. Trotter, Jr., *Trotter Ford, Inc.*, P.O. Box 5200, Pine Bluff, AR 71601

**District of Columbia.** W. Lee Koetzle, *Anacostia Chrysler-Plymouth, Inc.*, 1708 Good Hope Road, SE, Washington, DC 20020

**Florida.** Donald E. Schulstad, *Schulstad Motors (AMC-Renault)*, 700 N. Dale Mabry Ave., Tampa, FL 33609

**Georgia.** Heyward Allen, Sr., *Heyward Allen Motor Co., Inc. (Cadillac-Oldsmobile-Datsun)*, 2590 Atlanta Hwy., Athens, GA 30605

**Kentucky.** Allan R. Rhodes, (*see OFFICERS, Secretary*)

**Louisiana.** Bertrand A. Feiber, (*see REGION II, Vice President*)

**Maryland.** Vincent Sheehy, *Sheehy Ford, Inc.*, 5000 Auth Rd., Marlow Heights, MD 20023

**Mississippi.** Frank England, Jr., *England Motor Co. (Ford-Mercedes Benz-Honda-Volvo)*, Box 1275, Hwy. 82E, Greenville, MS 38701

**North Carolina.** George W. Lyles, (*see OFFICERS, Treasurer*)

**Oklahoma.** William C. Doenges, (*see OFFICERS, President*)

**South Carolina.** B.B. Bryson, *Bryson Chevrolet-Oldsmobile, Inc. (Scout)*,

P.O. Box 63, Gaffney, SC 29304

**Tennessee.** Frank C. Davis, Jr., (*see OFFICERS, Secretary-Elect*)

**North Texas.** William C. Curry, *Bill Curry Buick Co., Inc.*, 1330 W. Airport Freeway, Irving, TX 75062

**South Texas.** C.C. "Pop" Gunn, *Gunn Oldsmobile*, P.O. Box 17189, San Antonio, TX 78217

**Virginia.** H.E. Derrick, Jr., *Lexington Motor Sales (Cadillac-Pontiac-AMC-Jeep-GMC Truck)*, 612 E. Nelson St., Lexington, VA 24450

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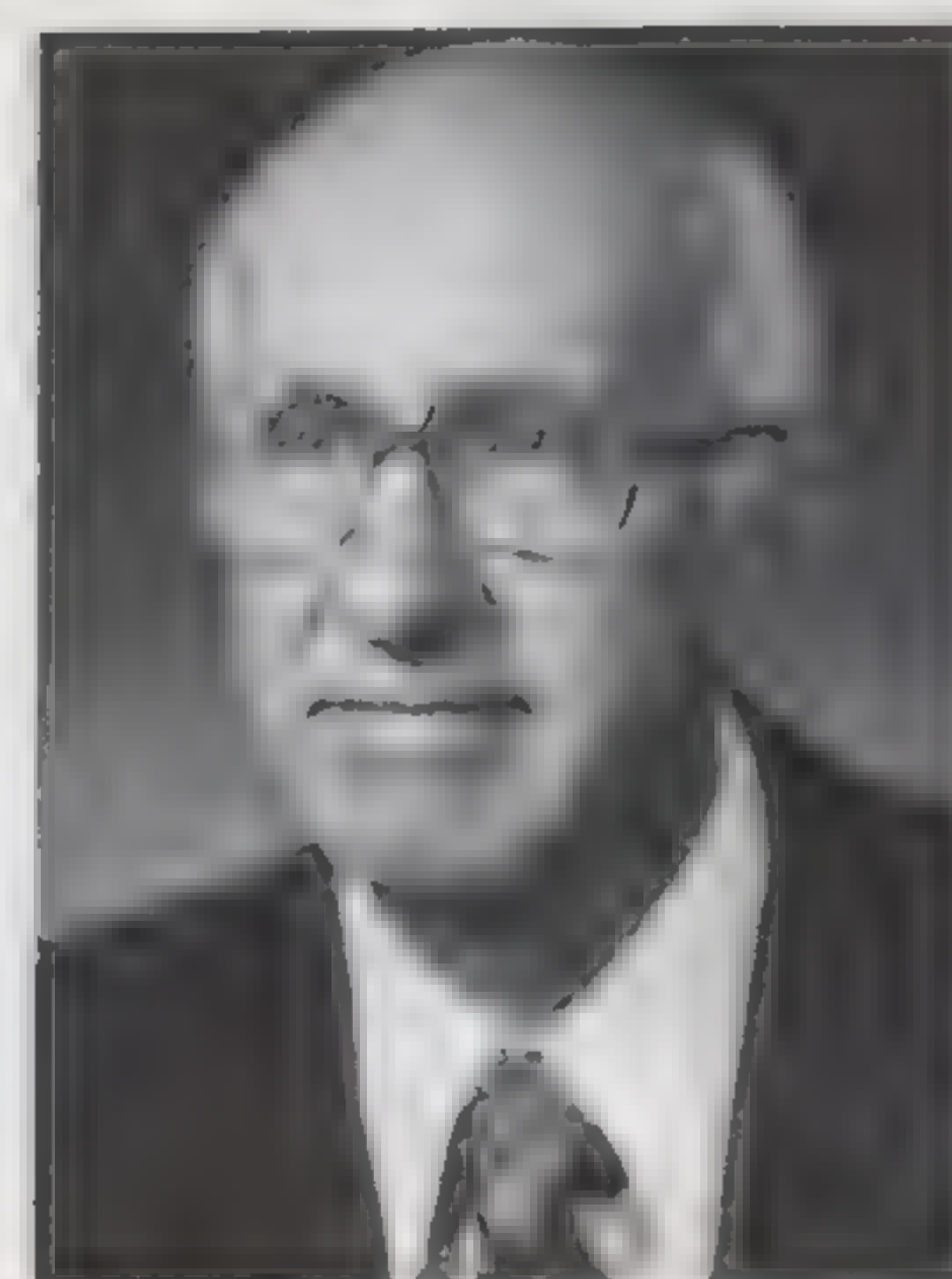
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 Marv Hartwig, Inc.  
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 P.O. Box 1906  
 Iowa City, IA 52244

**DIRECTORS**



*Kilborn*



*Jennings*



*O'Daniel*



*Zeck*



*George*



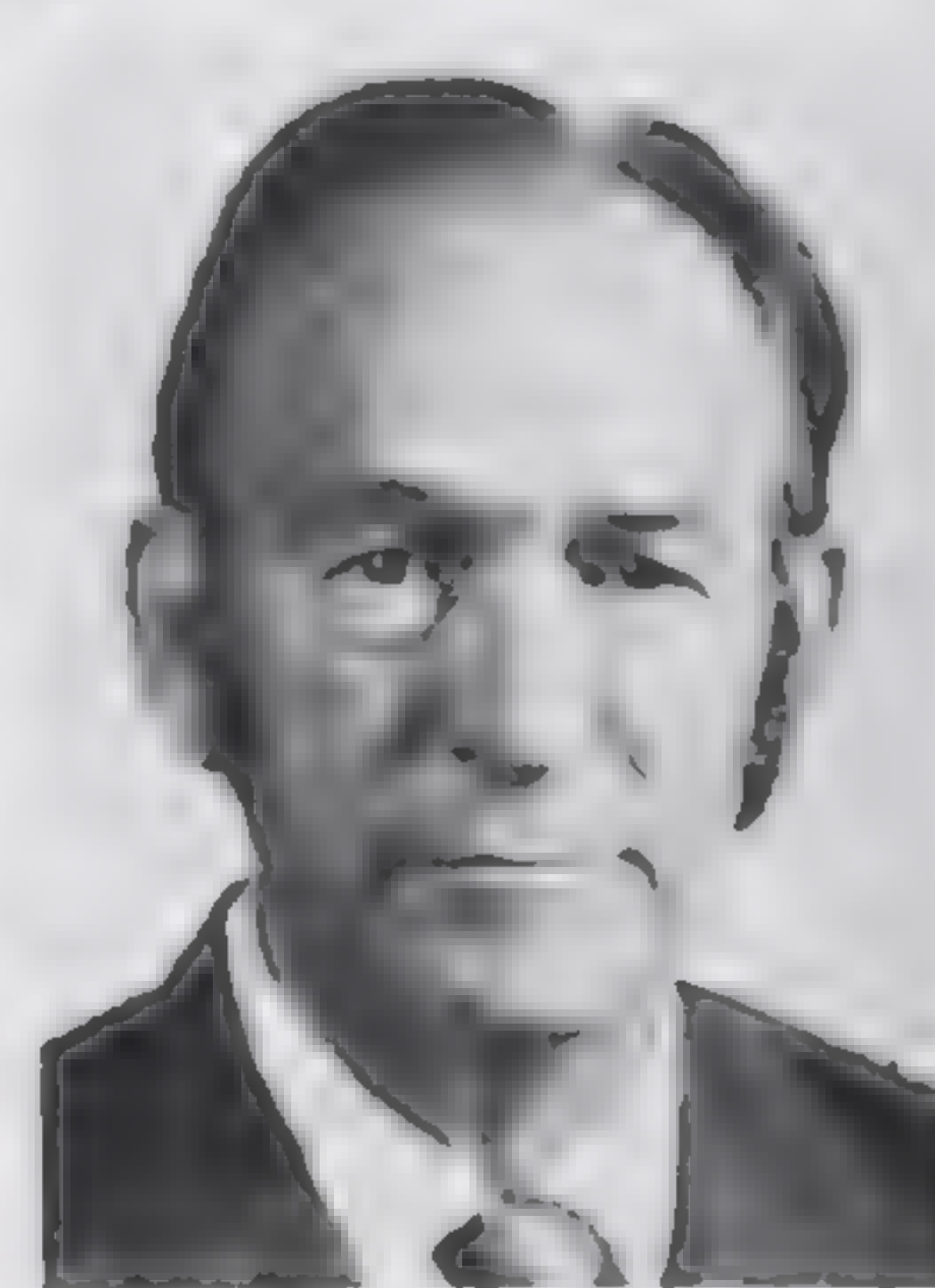
*Bielfield*



*Christensen*



*McKay*



*O'Daniel*



*McDougall*



*Barrett*



*Qua*



*Billion*



*Thorstad*

**Illinois.** John A. Kilborn, *Kilborn Motors, Inc.* (Dodge-Chrysler-Dodge Trucks), 201-274 W. Wood St., Decatur, IL 62525  
**Metropolitan Chicago.** James P. Jennings, *Jennings Chevrolet, Inc.*, 241 Waukegon Rd., Glenview, IL 60025  
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**Michigan.** Victor E. George, *Victor*

*George Oldsmobile, Inc.*, G-5050 S. Saginaw St., Flint, MI 48507  
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**Missouri.** Neil D. McKay, *McKay Buick, Inc.*, 905 Stadium Blvd., Jefferson City, MO 65101  
**Nebraska.** Bernard M. O'Daniel, *O'Daniel Olds, Inc.* (Honda), 7801 Dodge St., Omaha, NE 68114  
**North Dakota.** Donald McDougall, *McDougall Chevrolet, Inc.*

(Buick-Oldsmobile), Highway 1 South, Oakes, ND 58474  
**Ohio.** Richard M. Barrett, *Barrett Cadillac, Inc.*, 907 Wick Ave., Youngstown, OH 44505  
**Metropolitan Cleveland.** Stephen M. Qua, *Qua Buick, Inc.* (Rolls Royce-Mazda-Fiat-Lancia), 10250 Shaker Blvd., Cleveland, OH 44101  
**South Dakota.** Henry A. Billion, *Billion Motors* (Oldsmobile-Plymouth-Chrysler-Toyota-Datsun), 3401 W. 41st St., Sioux Falls, SD 57106  
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**Vice President**  
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Symes Cadillac, Inc.,  
3475 E. Colorado Blvd.,  
Pasadena, CA 91107

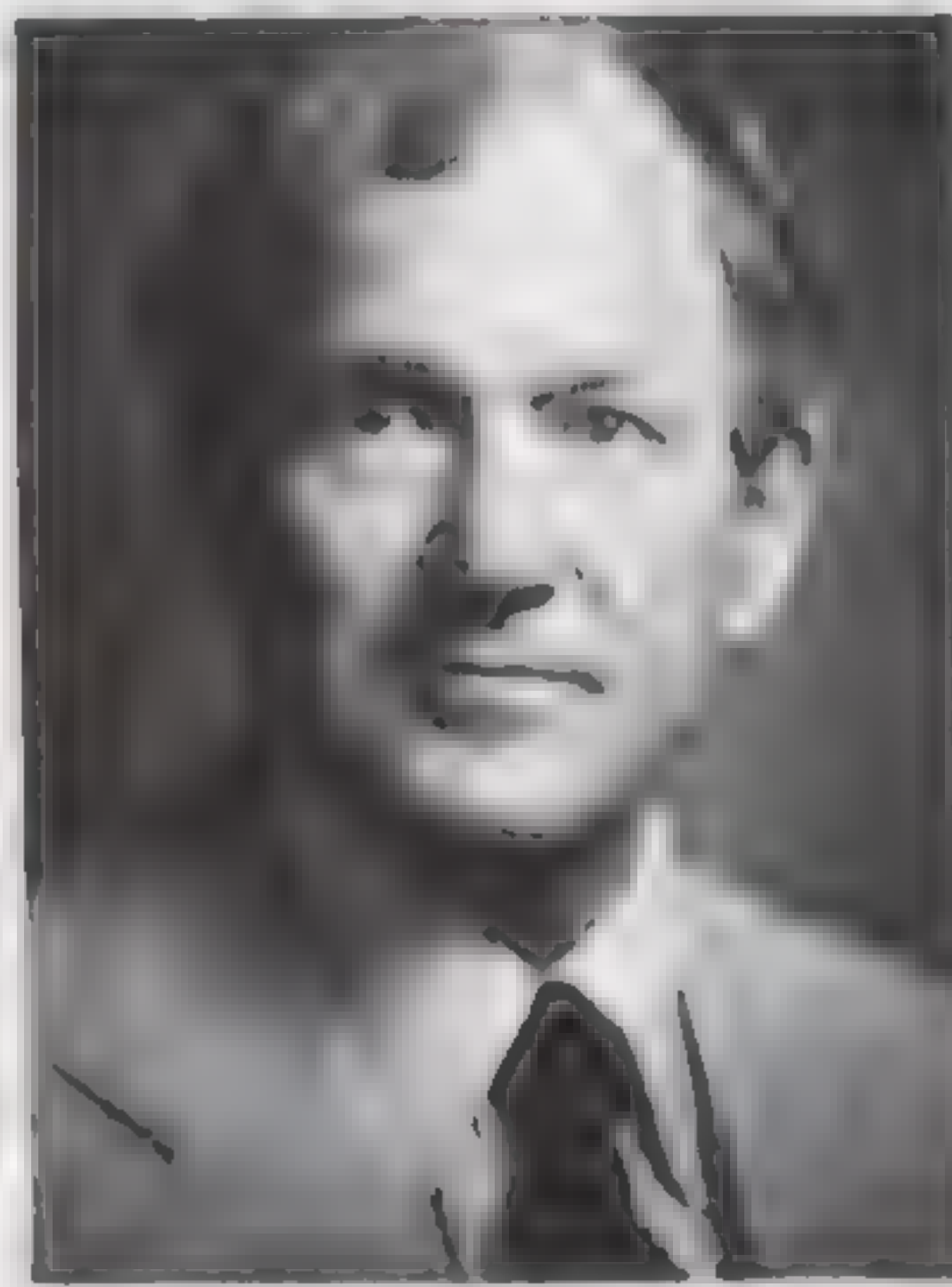
# DIRECTORS



*Crawford*



*Woulfe*



*Rose*



*Rice*



*Urbanec*



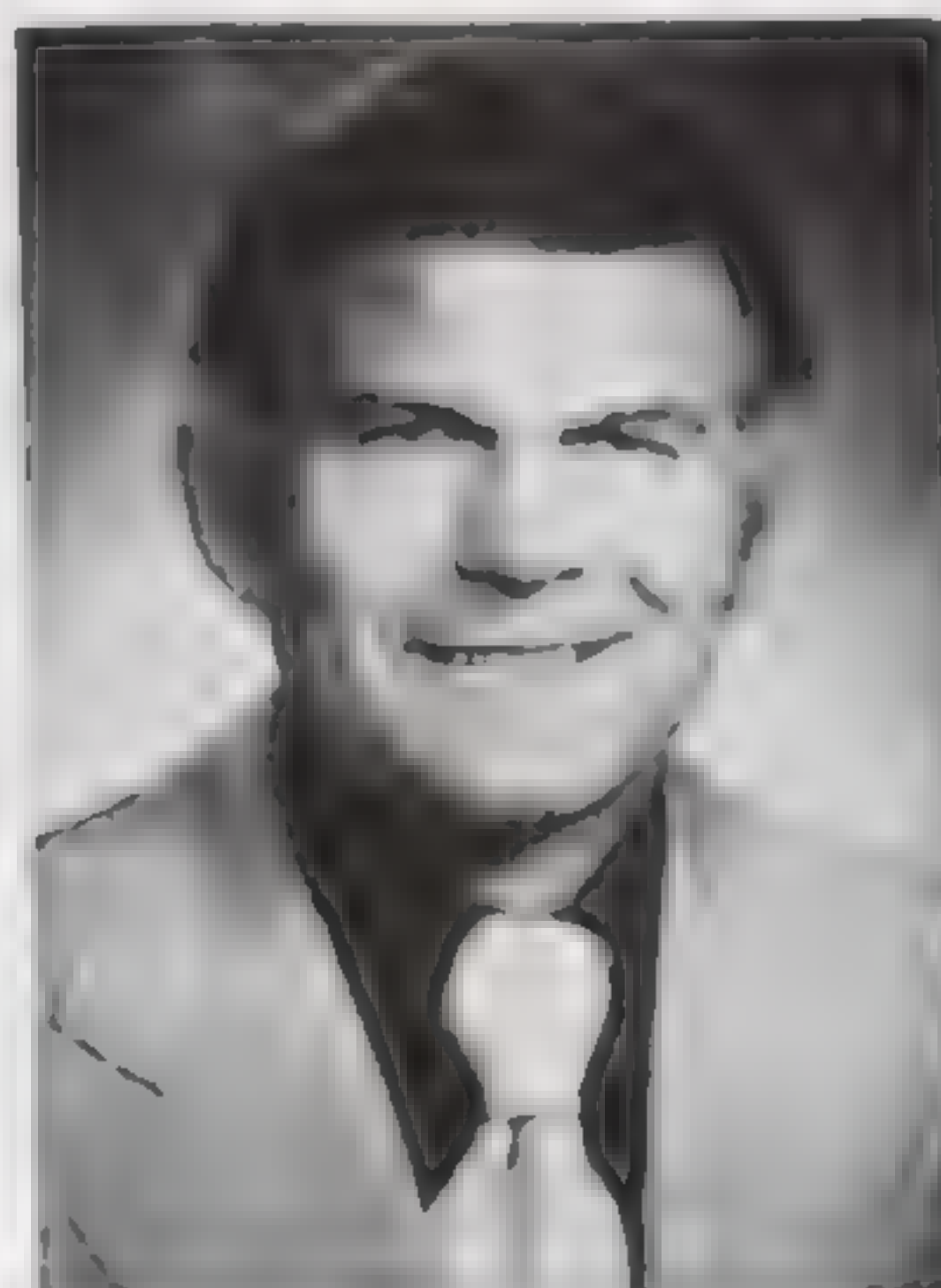
*Pozzi*



*Galles*



*Knox*



*Hayes*



*Mallon*



*Hammer*

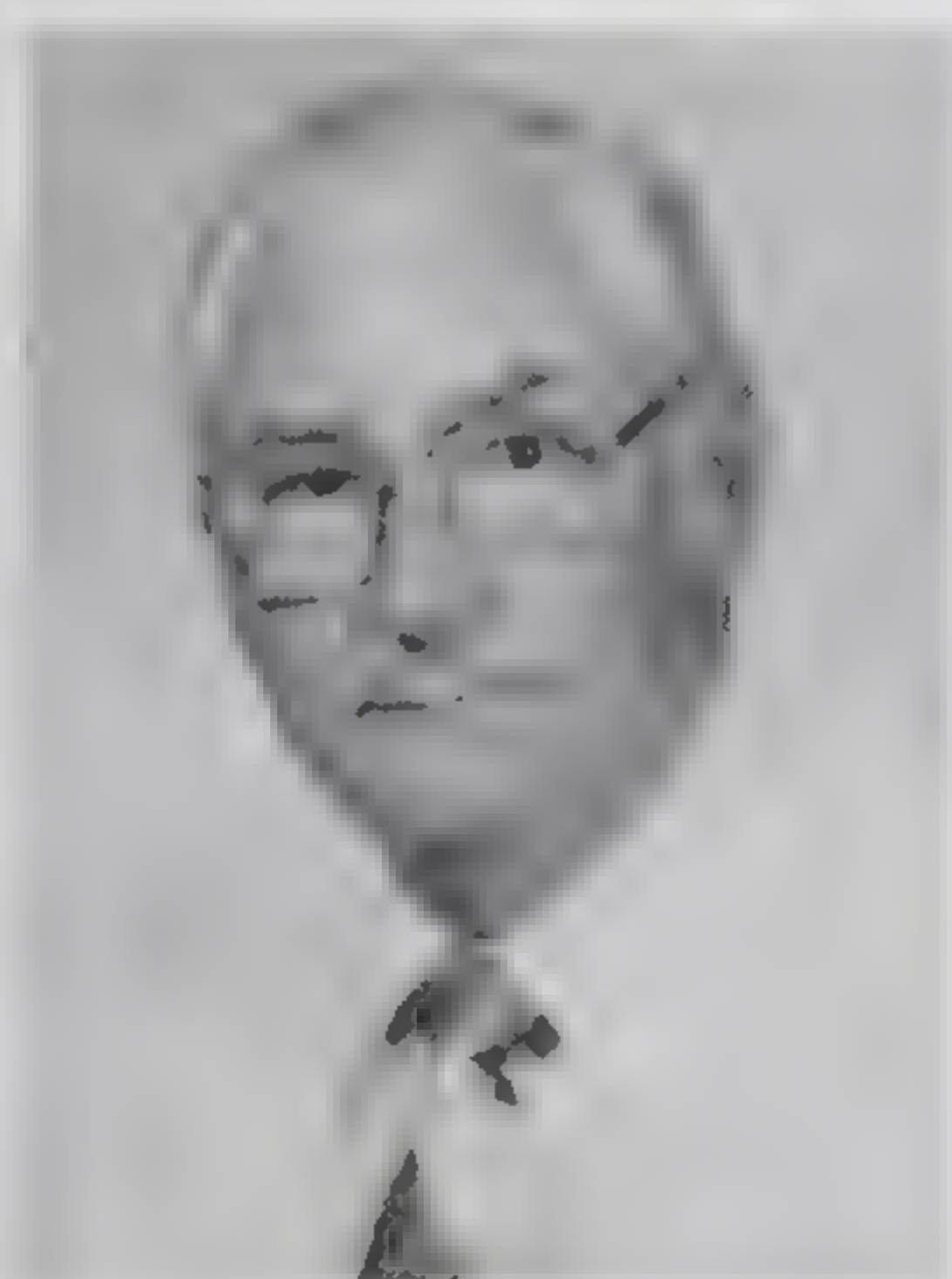
**Arizona.** A.M. Crawford, Jr., *Gila County Motors, Inc.* (Volkswagen), 751 N. Broad St., Globe, AZ 85501  
**Northern California.** James B. Woulfe, *Shamrock Ford*, 7499 Dublin Blvd., Dublin, CA 94566  
**Southern California.** William J. Symes, (see REGION IV, Vice President)  
**Colorado.** George S. Irvin, (see OFFICERS, President-Elect)  
**Hawaii.** D.W. Rose, *Hilo Motors* (ALL GM lines), 1177 Kilauea Ave., Hilo, HI 96720

**Idaho.** Robert L. Rice, *Bob Rice Ford, Inc.*, P.O. Box 1717, Boise, ID 83701  
**Montana.** George J. Urbanec, *Urbanec Motors, Inc.* (Ford-Linc.-Merc.), P.O. Box 1349, Glendive, MT 59330  
**Nevada.** Archie Pozzi, Jr., *Pozzi Motor Co.* (Ford-Mercury), 3660 S. Carson St., Carson City, NV 89701  
**New Mexico.** H. Lee Galles, *Galles Oldsmobile/Cadillac Co.*, 1601 Central Ave., N.E., P.O. Box 2044, Albuquerque, NM 87103  
**Oregon.** Frank B. Knox, *Gibson*

*Motor Co.* (Ford-Mercury), 333 Ivy St., Junction City, OR 97448  
**Utah.** Jerry Hayes, *Hayes Bros.* (Buick-Opel-Jeep), 2280 S. State, Salt Lake City, UT 84115  
**Washington & Alaska.** Robert P. Mallon, *Mallon Motors, Inc.* (Ford), 6201 S. Tacoma Way, Tacoma, WA 98409  
**Wyoming.** Richard Hammer, *Ed Hammer, Inc.* (Chevrolet-Oldsmobile), 107 E. Alger, Sheridan, WY 82801



## DIRECTORS-ELECT



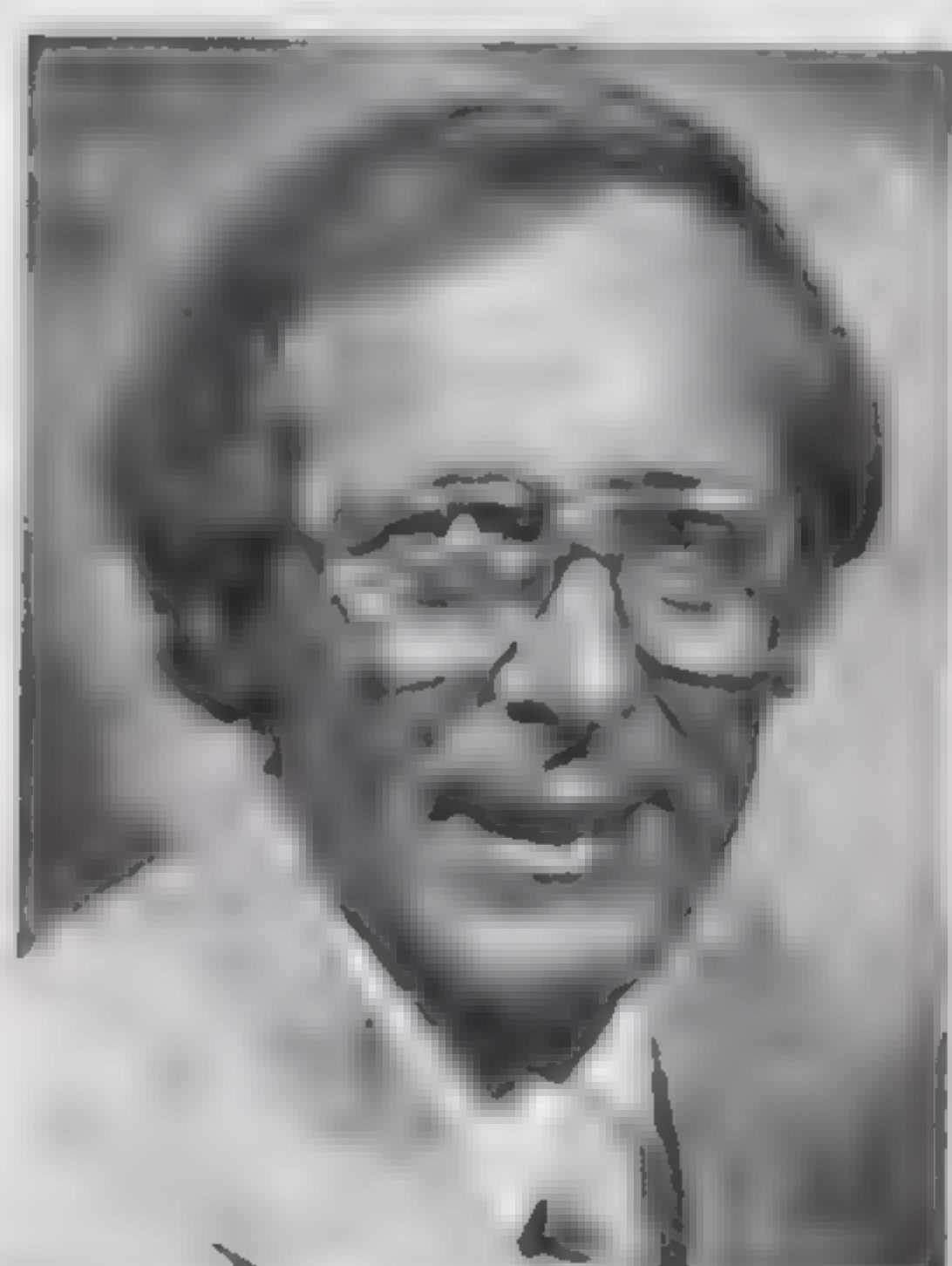
McNamara



Oakland



Kizzier



Price

**Florida.** Dennis C. McNamara, *McNamara Pontiac, Inc. (GMC)*, P.O. Box 3269, Orlando, FL 32802

**Missouri.** (At press time, special election was being held.)

**Montana.** Robert H. Oakland, *City Motor Co., Inc. (Chevrolet)*, P.O. Box 6727, Great Falls, MT 59406

**Nebraska.** Richard G. Kizzier, *Kizzier Chevrolet Co., Inc. (BMW)*, Box 38-W, Hwy 30 Kearney, NE 68847

**New Mexico.** Jack T. Price, *University Volkswagen, Inc.*, 1213 University Blvd., Albuquerque, NM 87102



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Cole Motor Co.  
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**ATD Director-Elect**  
Gordon T. Egan  
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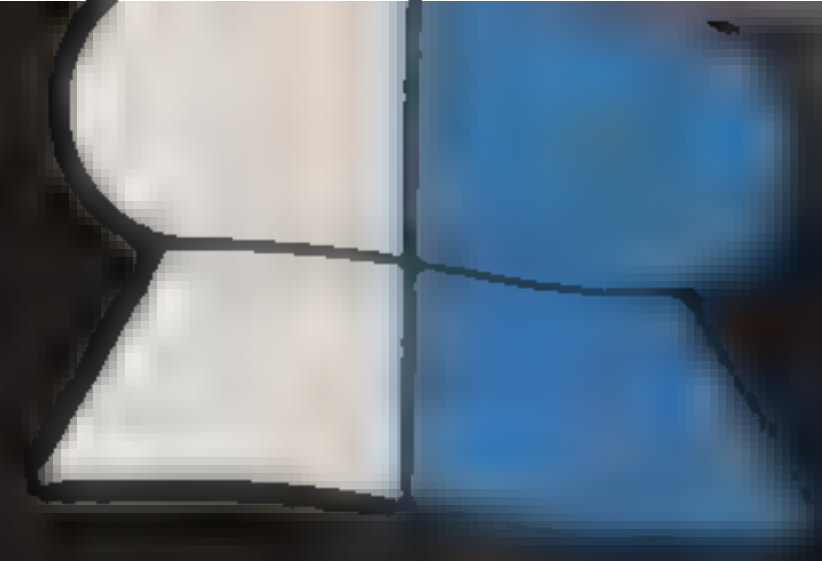
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# How Two Factories View The Industry

*Spokesmen from Ford and General Motors review the past year and offer predictions of what the auto industry can expect in 1980 and beyond.*



Thomas A. Murphy  
Chairman of the Board,  
General Motors Corp.



Philip Caldwell  
President,  
Ford Motor Co.

**A**s the turbulent 1970s draw to a close, the United States' economy remains fundamentally strong despite the continuing problems of inflation and some current signs of sluggishness. With the exception of housing and automobiles, there have been few signs of weakening in the general economy; housing has been impacted by rapidly rising interest rates, which now appear to be moderating, and automobiles and light-duty trucks by concern about the availability and cost of gasoline. Barring further adverse developments in the Middle East and assuming continued responsible price action by the OPEC countries, automobile sales should stabilize in 1980 and strengthen as the year progresses.

The decade of the 1970s was tumultuous for the automobile industry and the year 1979, in particular, was one of extremes. In the first quarter, deliveries were at a near-record annual rate of 16.0 million cars and trucks, with full-size cars and light-duty trucks in great demand, and sales of smaller vehicles lagging.

Subsequently, concern over gasoline lines on both coasts resulted in a rapid shift in vehicle buying patterns. Sales of light-duty trucks for personal use dropped sharply and an escalating trend toward smaller, more fuel-efficient passenger cars outpaced the industry's ability to adjust productive capacity, resulting in a drop in the level of sales.

Sales in the second and third quarters were significantly affected by these factors, although improving fuel supplies and industry-wide promotional cam-

**F**or U.S. automotive manufacturers, 1979 was a year of mixed results. With a volume of 10.6 million cars and 3.5 million trucks, it was the fourth best sales year in the history of the U.S. market. These results were not achieved at a steady pace, however. Toward the end of the year, weakening demand and rising concern over the price and availability of gasoline hurt domestic sales, profits and employees.

In the first quarter of the year, sales were running at a near-record annual rate of 11.5 million cars and 4 million trucks, with large cars selling particularly well. Beginning in the second quarter, however, demand began to soften as real GNP growth slowed and consumer confidence fell off. Compounding this trend was the halt of oil production in Iran last winter. As worldwide supply suddenly diminished, prices rose sharply and gasoline lines appeared around the United States. Sales of larger cars fell, while those of small cars rose. The increase in small-car sales did not offset the decline in large-car sales.

It is instructive to note that in Europe, where most countries do not have U.S.-style gasoline price controls and allocations, the Iranian oil cutoff had nowhere near so dramatic an impact; the level and mix of automotive sales were much less affected by this year's energy developments.

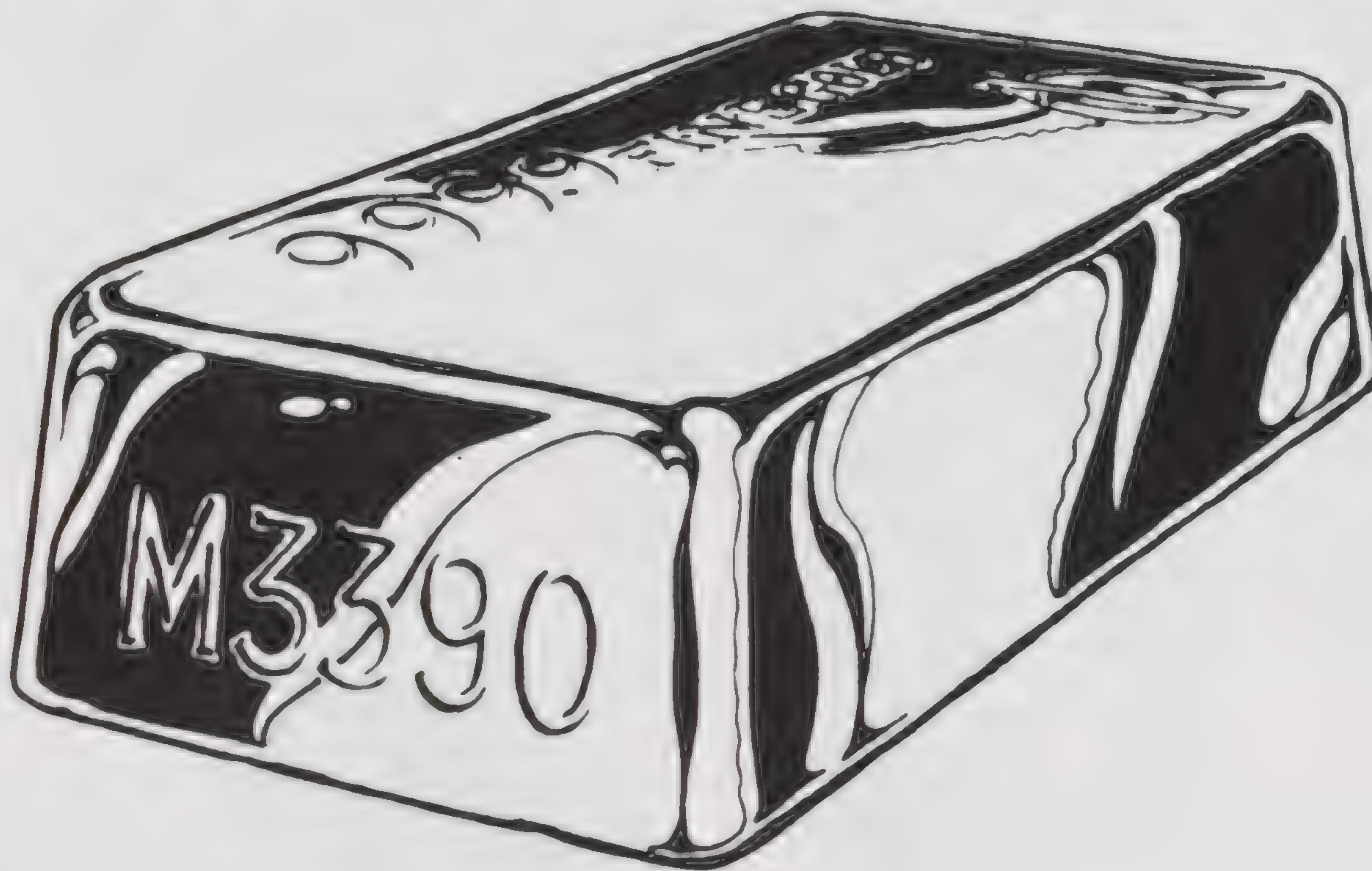
As for the coming year, uncertainties on the international scene and questions concerning the economy make a precise forecast imprudent. Industry-wide sales in the United States are likely to

(See GM Pg. 98)

(See FORD Pg. 103)



# The Price of Gold is Soaring...

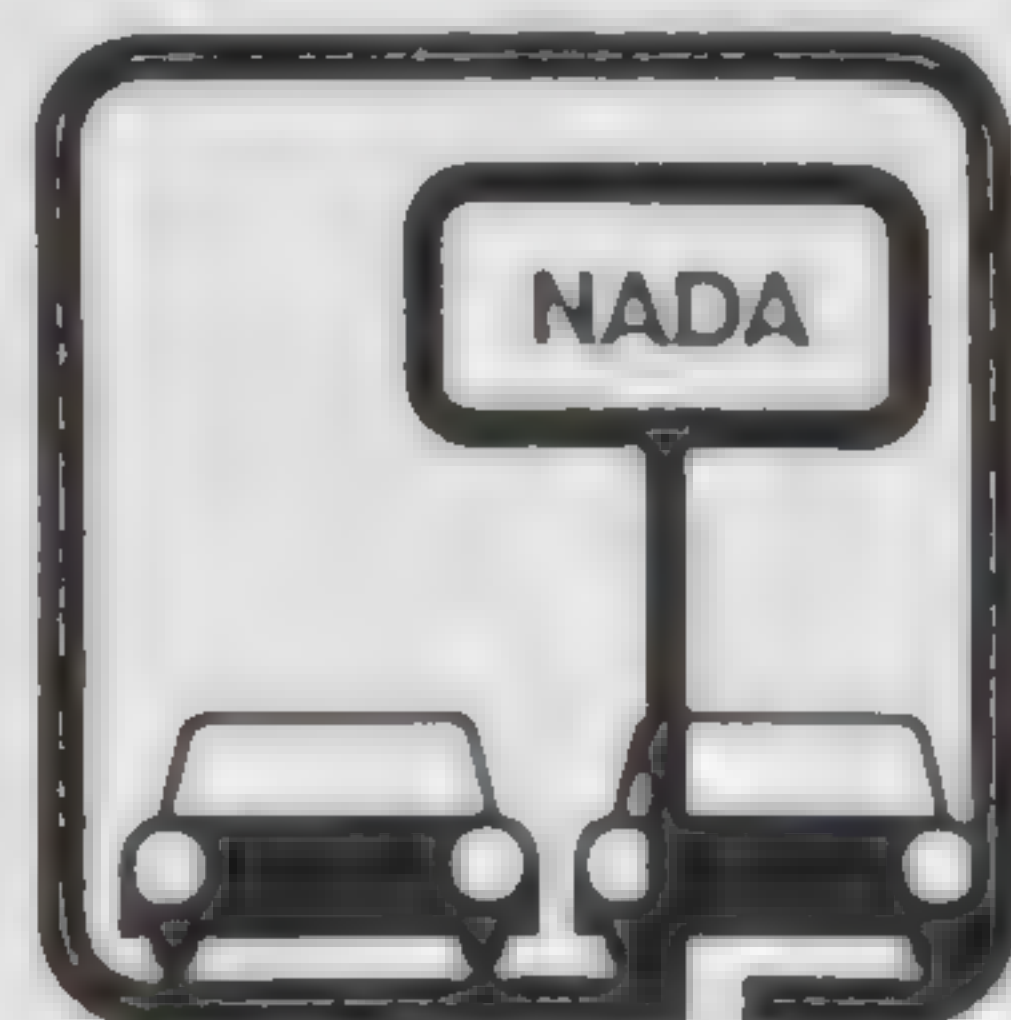


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paigns stimulated sales somewhat. Vehicle deliveries in recent weeks have again not measured up to expectations or to the sales potential. The annual rate in November was about 12.5 million units—near the lowest level since late 1975.

Consequently, new vehicle sales for the full year are now projected to total about 14.1 million units—10.6 million passenger cars and 3.5 million trucks—off about 8 percent from the 1978 record but still the fourth best sales year in history.

Looking ahead, after nearly five years of continuous expansion in the economy, there is little evidence of economic imbalances which have developed in past expansions. The absence of such traditional economic imbalances as excesses in inventory accumulation or capital spending suggests the likelihood of a relatively mild economic correction. A return to a more normal growth pattern by the latter half of 1980 implies that the year will close on a path of renewed strength for both the economy and the auto industry.

Vehicle sales are expected to regain momentum from the current level as the year progresses, implying a sales pattern in 1980 that would be the reverse of 1979. Deliveries for the year as a whole could approximate the 1979 total, with the selling rate in the latter part of the year at substantially higher levels. This

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***“We at GM are confident in the underlying strength of the U.S. economy as we enter the decade of the 1980s.”***

---

assumes, of course, the avoidance of gasoline availability problems.

The inventory picture is one of the key factors underlying the fundamental soundness of the U.S. economy. As a result of prolonged warnings regarding an economic slowdown and record levels for short-term interest rates, businesses have been maintaining careful control over inventories. This comparatively favorable inventory situation is particularly significant since two-thirds of the average reduction in real GNP during the past five recessions has resulted from excessive inventory accumulation and subsequent adjustments to bring stocks into alignment with sales.

Also, the continuing expansion in the world economy should act as a sustaining force for the U.S. economy. In contrast with the cessation of growth that occurred in the global economy in the earlier period, all of the principal regions of the world economy, outside North America, are expected to expand further in 1980, albeit at a moderating rate.

Even though the persistent upward spiral in food and energy prices suggests that progress in slowing inflation will not be dramatic, prospects for gradual improvement are favorable. The 1980 OPEC price increase is expected to be significantly below the 70 percent increase experienced thus far in 1979, assuming no severe cutbacks in production occur.

Moreover, with a continuation of the Federal Reserve's current policy course and of the Adminis-

tration's dedication to fiscal responsibility, it should be possible to bring the rate of increase in the consumer price index into the single digit range by the end of 1980.

While the recent decisive actions taken by the Federal Reserve to slow inflation will hold near-term economic growth below earlier expectations, there is also reason to believe that business activity will not be severely curtailed. The recent sharp jump in interest rates will restrain residential construction and capital spending, but the cutbacks should be moderate in contrast with the precipitous fall-off in the mid-1970s.

To some extent, housing starts will be cushioned by recent innovations that have made it easier for savings institutions to compete for funds in periods of high interest rates. Furthermore, there is a strong demographic foundation, as demonstrated by the annual formation of 1.7 to 1.8 million households which is 10 percent above what it was only five years ago.

Moreover, in view of the fact that caution has characterized investment spending during the current expansion, and with spending expected to remain comparatively strong in the energy-related aerospace, communications and automotive industries, any 1980 fall-off should be mild in comparison with the 12 percent drop that occurred in 1975.

Against this background, with employment near-record levels, real disposable income should remain sufficiently strong to prevent a sharp erosion in consumer spending. Income is expected to remain roughly on a plateau in the first half of 1980 and to increase somewhat during the second half. Consumer spending is also expected to be supported the year ahead by favorable demographic conditions, a modest increase in employment and strong household balance sheets.

While the savings rate is likely to rise from its recent lows during 1980 and the rate of credit expansion will slow, there is little evidence that consumers are seriously overburdened. Consumer debts are high but, after adjustment is made for structural changes such as the increasing proportion of families that own their own homes, repayment burdens are in line with historical experience. This view is reinforced by the comparatively low delinquency rates on debt repayments.

We at GM are confident in the underlying strength of the U.S. economy as we enter the decade of the 1980s. We also believe that the strong sales recorded in 1978 and early 1979 are indicative of both the long-term demand for personal transportation and the degree of acceptance accorded the new products being introduced by the automotive industry. In regard, our programs to develop increasingly more fuel-efficient, safer and cleaner vehicles continue unabated.

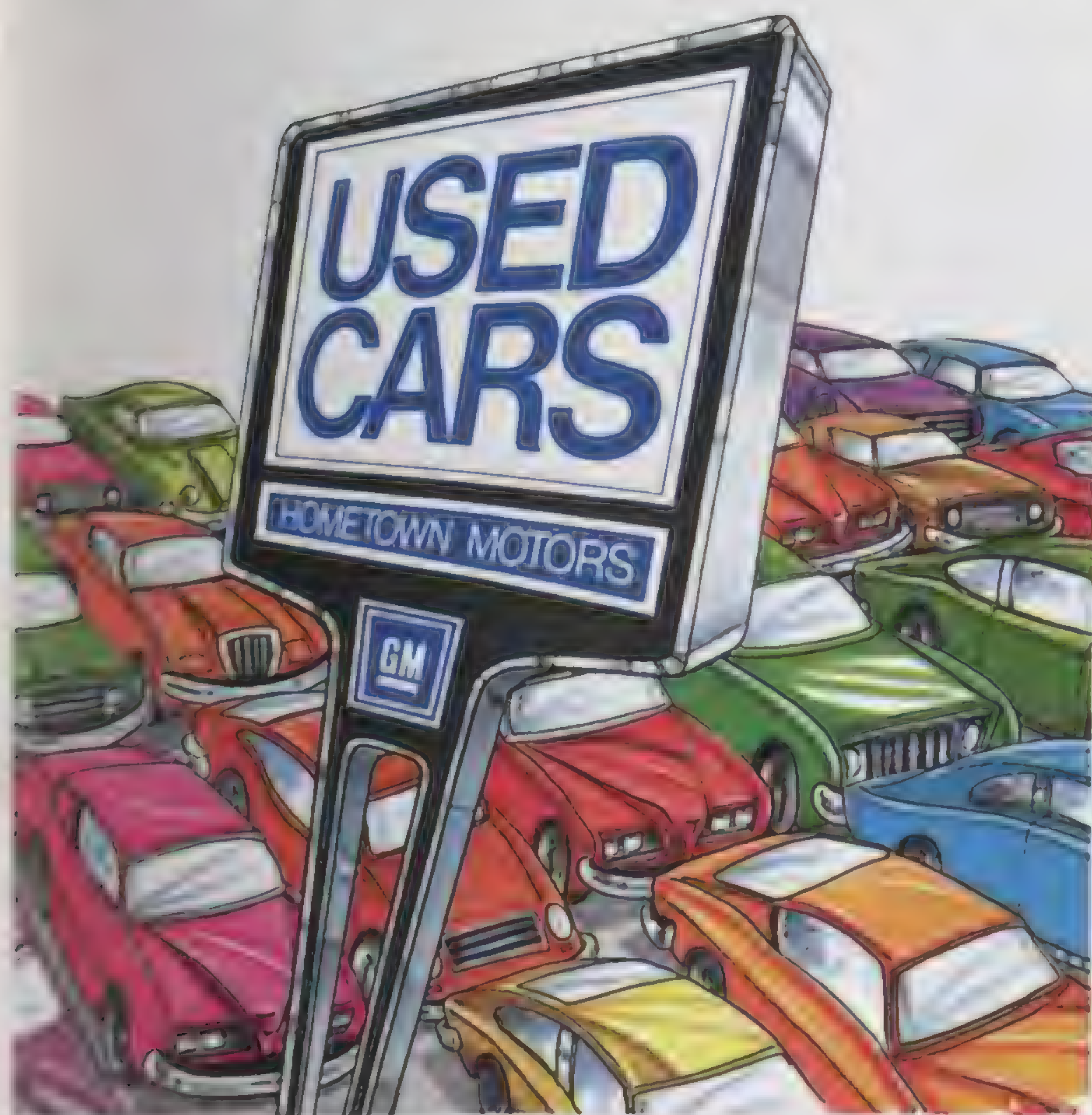
A breakthrough in electric battery technology announced by GM in September is only one of the developments that hold promise for the future in efforts to improve the utilization of petroleum resources. Worldwide capital expenditures necessary to build these new products, modernize plants and

(See GM Pg. 103)



GM DEALERS:

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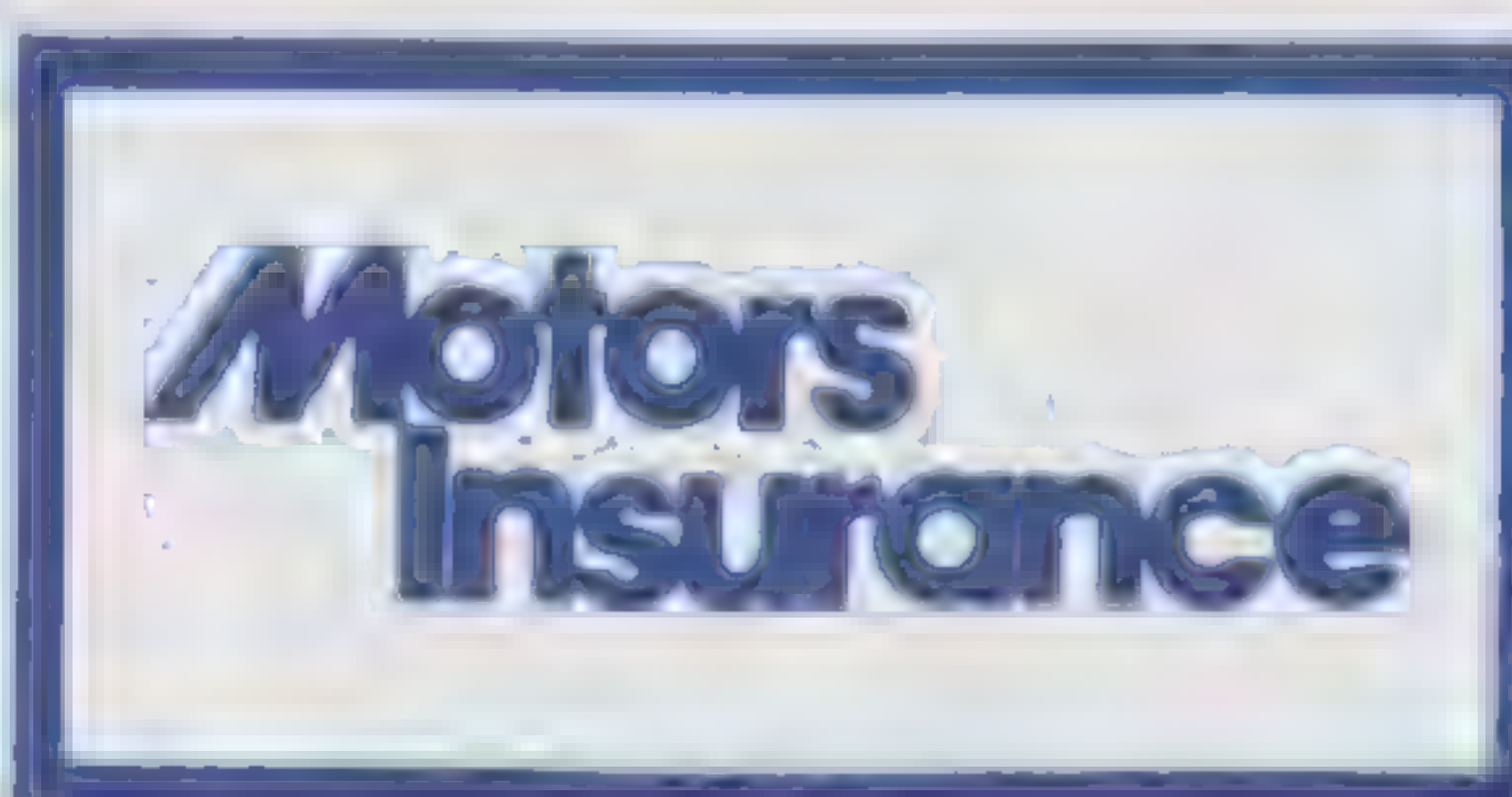
- THE USED CAR WORKS provides the broadest coverages available at a competitive cost.
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With Motors Insurance Corporation, the Insurance People from General Motors, behind you, you'll find the used car sales challenge easier and more profitable. THE USED CAR WORKS is just waiting to work for you and your customers.



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equipment and provide for anticipated long-term productive capacity requirements will total \$5.3 billion in 1979—more than double any year prior to 1977—and well over \$6.0 billion annually in the early 1980s.

In conclusion, more than the usual amount of risk is associated with the outlook for the year ahead, given the uncertainties surrounding energy availability and price. The unsettled situation in the Middle East, particularly in Iran, must moderate before the full potential of the U.S. economy can be realized. However, based on the currently discernible economic factors in the outlook for 1980, there is reason for cautious optimism. Our confidence in the longer term is reinforced by the same anti-inflationary policies that have lowered our near-term expectations for the economy.

We are also encouraged by the increasing recognition that is being given to the need for investment incentives to improve our nation's disappointing productivity performance as well as to the efforts being directed toward ensuring adequate energy resources for the future.

Thus, we believe that prospects are favorable for improvement in economic performance during the 1980s from the somewhat disappointing and erratic behavior that characterized the current decade.

GM is committed to a product program that is responsive to the rapidly changing transportation needs of consumers here in the U.S. and throughout the world. The cars GM is making in the U.S. today achieve a fleet average of 21.4 mpg, compared with 12 mpg in 1974, and every model in every line is more fuel-efficient. Anybody who wants to make a positive contribution to conserve fuel can do so by purchasing a new car.

Car prices in recent years have consistently risen far less than overall consumer prices, with the result that today's cars represent greater relative value than ever before, and their purchase requires fewer hours of labor for the average wage earner than in previous years. We are confident that the innate good judgment of the car buyer will prevail and he or she will see the value of our cars.

For all these reasons, we believe our current product offerings are well positioned to participate in the improving economy that is anticipated as 1980 progresses, and we intend to maintain a leadership position in a worldwide vehicle market characterized by intensifying competitive pressures. Æ

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(FORD From Pg. 95)

below those of 1979—perhaps by as much as 10 percent.

Despite the unsettled conditions of the moment, at Ford are hopeful about the years ahead. Cars and trucks remain valued and useful products, and we expect that unit sales in the United States will grow by 2 percent per year over the coming decade. One uncertainty that has plagued the auto industry in recent years is behind us. It is now clear that in the 1980s American consumers will want and buy smaller, more fuel-efficient cars and trucks.

Ford is prepared to meet that demand. Already our new cars have an average corporate fuel economy 59 percent higher than in 1975. This year, we at Ford are proud to have the highest projected average passenger car fuel economy—21.6 mpg—among the three largest U.S. manufacturers, based on press statements. And our Ford Division has the most modern, most fuel-efficient, standard-size pickup truck in the market.

We have well under way a sweeping program to remake every one of our vehicles and to retool virtually all our plants. During the coming year our capital spending will amount to some \$3.5 billion, \$2.4 billion of it on North American programs. During the 1979-1984 period, capital spending at Ford will average about \$4 billion a year, about two-thirds of which will be spent in North America.

We are a large, worldwide company, and we are drawing on our global reservoir of design, technical and financial resources to develop and market the cars and trucks of the 1980s. Next year we will launch an all-new world car, a small car that we believe will be the best of its class in the world. There will be other such cars and trucks in the years that follow.

In addition to satisfying our customers, these new products will help keep the auto industry at the forefront of the energy-conservation effort. According to Department of Energy projections, automobiles will use 19 percent less fuel in 1985 than in 1975—the biggest projected reduction of any major U.S. industry or sector.

Ford's program for the 1980s is a demanding one, and success will depend in part on how government shapes the environment in which our customers live and we do business. There are three important ways in which government could improve our lot and that of the public:

1. Stabilize energy supply. To help us and our customers make rational decisions—and to encourage more conservation and energy production—the government should eliminate gasoline allocations, decontrol the prices of gasoline and petroleum, and continue to press for speedy development of synthetic fuels.

2. Increase incentives to capital formation, which would improve productivity, lower inflation and help make U.S. industry more competitive worldwide. Laws that accelerate the depreciation of capital equipment would be most helpful.

3. Increase regulatory flexibility. Fuel-economy and other government requirements lock manufacturers into a rigid R&D and spending timetable that can't be varied in light of product-innovation requirements, economic downturns, or other circumstances. We hope for early, favorable action on legislation to allow manufacturers to carry fuel-economy gains above Federal standards forward or backward for three years. This would let us do our job more efficiently at no significant cost to the nation's conservation program.

This industry will surmount its present problems. Ford's plans for the eighties are well in place. I am confident that after the immediate bumps in the economy are behind us, consumers will give us a vote of confidence in the new marketplace of the new decade. Æ



# Understanding Our Energy Problems





**The immediate future of the automobile retail industry depends largely on the continuing supply of petroleum products. This "backgrounder" examines the genesis of America's current energy problems, considers the issues involved and focuses on proposals to develop this country's energy resources.**

**T**he supply of fossil fuels is ultimately finite, but there is no shortage of energy resources in the United States or in the world—either now or in the foreseeable future. This country is not in the final days of the petroleum era. Such doomsday projections are based on the increasing cost and complexity of developing new energy sources, and excessive dependence on oil and gas resulting from political interventions in the market.

- The United States has sufficient bituminous and anthracite coal reserves to supply the nation's total energy needs for 120 years and sustain a 3 percent annual growth rate. Used in combination with other fuels proven and estimated reserves could extend this to 500-600 years.

- The U.S. has enough high grade oil shale (25 gallons of oil per ton) to meet the nation's total energy needs for 50 years at a 3 percent annual rate of growth.

- Utilized in light water reactors, uranium now available would supply the U.S. with nuclear energy for 10 years at a 3 percent growth rate. Using breeder technology, this amount of uranium would last 118 years.

- Enough sunshine strikes the U.S. to meet the nation's energy requirements 700 times over.

- The United States has, on the other hand, used more of its oil and gas reserves than the world as a whole. Historically, however, the petroleum industry has never

identified huge reserves. Rather, new supplies have been developed more or less as needed. Since the 1973 oil embargo, well completions have increased 80 percent.

**The historical view.** From the birth of America to the mid-1800s the principal sources of energy in the U.S. were wood, coal and whale oil. Around 1820 the demand for whale oil was so great, and the cost of hunting whales so high, that prices increased over 400 percent. The only other oil available was kerosene made from petroleum that had seeped to the surface. It sold for \$42 a barrel in 1850 dollars—roughly twice the current price of a barrel of oil in today's inflated dollars. Then, using data provided by a Yale chemist, a group of New Haven investors decided to drill for oil. On August 27, 1859, near Titusville, Pa., they struck oil and a new industry was born.

From the start, the amount of oil was thought to be limited. In 1866 the U.S. Revenue Commission suggested the need for synthetic fuel when petroleum ran out. In 1891 geologists agreed there was little chance of finding oil in Texas. In 1914 the Bureau of Mines estimated total future U.S. production at six billion barrels of oil.

In 1919 there was an oil crisis. According to University of Hartford economist D. T. Armentano, "government controls during World War I had produced shortages, and everyone was urged

to drive less and turn down their thermostats." Armentano continues, "When the war-time regulations ended so did the energy crisis."

Shortages reappeared during World War II, but when war-time controls were lifted, supplies increased. Between 1950 and 1972 the price, adjusted for inflation, fell almost 30 percent.

Prior to World War II, the U.S. produced 95 percent of the oil it used. As late as 1960, oil imports totaled only 16 percent of supply. In the late 1960s this pattern began to change. In 1968 the State Department notified friendly governments that this country was reaching capacity in oil production, and in the future could not be counted on for additional oil in emergencies. U.S. production peaked in 1970 at 11.3 million barrels per day and began to decline. Since demand has not declined, the U.S. has imported increasing amounts of oil—primarily from the Middle East.

When President Nixon announced that the U.S. would furnish military aid to Israel to offset losses suffered in the 1973 October War, Saudi Arabia countered with an embargo on oil shipments to the U.S. Other Arab nations soon followed suit. At the same time, they stopped negotiating prices and began unilaterally setting prices on a take-it-or-leave-it basis. Between 1973 and 1974 world oil prices quadrupled.

Since then, the goal of govern-



ment policies has been to reduce oil imports. Yet between 1973 and 1979, imports almost doubled. Imported oil cost the nation \$58 billion during 1979—a sum equal to \$263 for every person in the country.

**Origins of the problem.** At the heart of the nation's energy problems is an excessive dependence on just two energy sources—oil and natural gas. This dependence has its origin in government policies that have maintained artificially low prices for oil and gas; encouraging consumption and discouraging conservation, exploration and the development of alternative energy sources. A host of federal regulatory policies have also affected the availability of energy supplies.

**Natural gas.** As recently as the 1930s, natural gas was considered only a waste product. Demand was not sufficient to finance development. Following World War II increases in total demand for energy, coupled with the growing concern for clean air, turned natural gas into a glamour fuel.

In 1954 the Supreme Court ruled the Federal Power Commission had the authority to regulate the price of natural gas. In 1961 the FPC imposed a price ceiling on all gas shipped across state lines. This action froze the price of natural gas at perhaps half its real value. While it remained profitable to produce from existing fields, it was not profitable to explore for new supplies. Between 1961-1970 exploration and drilling were severely curtailed. Many natural gas companies had to stop accepting new customers. The country increasingly turned to other energy sources, chiefly oil.

In 1971, when natural gas shortages began to develop, the Federal Power Commission relaxed its price freeze to allow modest increases. But natural gas is still priced well below its real market value.

**Dependence on oil.** In addition to encouraging oil usage, government policies have also restricted domestic oil supplies. Following the 1973 embargo, Congress passed the Emergency Petroleum Allocation Act to keep domestic prices below the price of OPEC oil. A 1975 Act established categories for regulating oil prices. The 1976

Energy Conservation and Production Act imposed an average price on domestic crude of \$7.66 per barrel and allowed for increases of up to 10 percent a year until June 1979 when price controls would expire.

In effect, government policies have linked petroleum prices to original costs of exploring and developing a field rather than replacement costs. This has kept the price of domestic oil substantially below OPEC oil; discouraging exploration and conservation. The composite price of domestic oil from 1973 through October 1978 was \$9.15 per barrel; while the world price averaged almost \$14.50 per barrel—and has now topped \$20. In his April 5, 1979, energy message President Carter

***Artificially low prices on oil and natural gas, coupled with regulatory requirements, have discouraged utilization of America's "other" energy reserves. . .***

announced his intention to phase out controls on all domestic crude by September 30, 1981.

**Impact of regulations.** Federal and state regulatory policies have also affected the price and availability of energy. Several examples will illustrate this point:

- According to a 1977 Federal Energy Administration (forerunner of the Department of Energy) report, costs of complying with energy regulations average \$500 million per year.

- To equalize the price of oil to refineries, the DOE developed a system of "entitlements." This is, in effect, a system of taxing domestic oil to subsidize the cost of OPEC oil. Standard Oil of Indiana estimates that with the money it has paid in entitlements it could have drilled more than 4,000 domestic oil wells.

- According to the National Rural Electric Cooperative As-

sociation, a million-kilowatt coal-fired power station takes years to complete—compared with three to four years in the 1960s. This is because the survey and paperwork required by regulatory standards take five to seven years.

- The Environmental Protection Agency recently proposed regulations calling for daily analysis, inspection and disposal in secure, guarded, fenced areas for years, of oil-drilling mud and brine. The cost is estimated at \$4 billion—more than the total profits of the entire industry for a year.

**The results.** Government policies have kept the price of domestic oil and gas well below world market values. This has discouraged conservation because the public simply hasn't considered it necessary to skimp on a cost commodity. Legislative controls on prices have at the same time discouraged exploration and drilling that would have led to increased supplies.

The average cost of drilling a well is \$200,000 to \$300,000. About one in 10 exploratory wells is successful. With risks of this size, investment capital is not available unless substantial returns are possible. For this reason, drilling activities have been concentrated in proven areas to minimize risk. During the 1970s domestic oil production, including that from Alaska, shrank from 11.3 million barrels a day in 1970 to 8.6 million barrels today. Artificially low prices on oil and natural gas, coupled with regulatory requirements, have also discouraged utilization of America's "other" energy reserves such as coal, solar power and uranium.

The net result of these policies is that 46 percent of the oil used in the U.S. today is imported. Close to half this oil comes from countries whose pricing and production policies the U.S. cannot control (the price of OPEC oil increased 33 percent in the first months of 1979).

The relationship of energy to jobs, a rising standard of living and national security is inescapable. As staff correspondent Harry Ellis observed in *The Christian Science Monitor*:

(See ENERGY Page 110)





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*"Any substantial and prolonged cutoff of foreign oil would throw millions of Americans out of work and plunge the nation into a depression that might rival the economic cataclysm of the 1930s."* Policies and decisions affecting the development of the nation's energy reserves must be analyzed against this possibility.

**Synfuels.** The term "synfuels" refers to the liquefaction and gasification of coal, and fuels obtained from shale, tar sands and biomass. The major emphasis is on coal and shale. The interest in synfuels reflects the fact that 90 percent of the nation's fossil fuel reserves are in solid form. Yet close to half the energy consumed in the U.S. is liquid—18 million barrels a day of petroleum and petroleum-based products.

**Oil from shale.** The idea of extracting oil from shale originated in Great Britain in the 1850s. There are two main ways to recover the oil. One is to mine the shale and then free the oil by heating the rock to 900°F. However, each cubic yard of shale yields 1.2 cubic yards of ash-like waste after heating, causing a disposal problem. Another technology utilizes "in situ" (in place/underground) processing.

Producing oil from shale carries a high price tag. Estimates are that refined shale oil might sell for \$5-\$15 a barrel over the current price of imported oil. There are also serious environmental problems. The richest shale deposits are in three semi-arid regions of the west. It takes two to five barrels of water to produce one barrel of oil from shale; and in these regions water is in short supply. Efforts are underway to develop a closed system so that water can be recirculated.

Regardless of dollar costs and environmental considerations, the Committee for Economic Development, a public policy research organization, has concluded that "of the various

technologies to produce synthetic liquid fuels, shale oil is among those closest to commercialization."

**Oil from coal.** Extracting oil from coal also involves existing technology. Hitler's war machine ran on synthetic fuels during World War II. Two major techniques are used. One involves putting the coal in a solvent, adding hydrogen and heating the "brew" under pressure. In another process, coal is gasified and the gas converted to liquid fuel.

Extracting oil from coal is also costly. A plant capable of producing 100,000 barrels per day will require an investment of three to five billion in 1979 dollars. The resulting fuel will cost an estimated \$38 to \$45 a barrel. There are presently three major liquified coal projects. All are financed by oil

***. . . the Committee for Economic Development has concluded that "of the various technologies to produce synthetic liquid fuels, shale oil is among the closest to commercialization."***

companies in cooperation with the Department of Energy.

**Oil from tar sands.** Tar sand is sand saturated with oil or tar. A \$3 billion Syncrude project is now underway in Canada to produce 125,000 barrels of oil per day. According to the American Petroleum Institute, every barrel a day of production capacity which Syncrude develops "requires a \$20,000 investment, compared with \$6,000 a barrel for North Sea oil and \$250 in the Middle East."

**Gas from coal.** Before natural gas was available, street lamps and homes were fueled with gas manufactured from coal. The problem today is to extract pipeline quality gas from coal at a price that is competitive with existing natural gas.

The major difficulty is that coal contains sulfur, earth and a variety of other substances which must be removed. The process uses hy-

drogen, which is costly. When is processed, fumes and ash given off, requiring expensive pollution equipment. This adds to an estimated \$1.5 billion a plant able to produce the natural gas equivalent of 50,000 to 100,000 barrels of oil per day at a tab around \$30 per barrel.

**Gasohol.** Alcohol can be used as fuel automobiles either by itself or mixed with gasoline in the 10 percent blend called "gasohol." Henry Ford designed the Model T to run on gas, alcohol, or a mixture of the two. Since the U.S. consumes 100 billion gallons of gasoline each year, a complete switch to gasohol would require an annual production of 10 billion gallons of alcohol.

Currently, all gasohol contains ethanol, since ethanol can be used in existing automobiles without engine modification. Because of special tax exemptions, the price of gasohol is only 5 cents per gallon more than unleaded gasoline in some areas. There are drawbacks, however.

Manufacturing 10 billion gallons of ethanol yearly would require 40 percent of all U.S. corn. While ethanol can be distilled from crop residues such as corn stalks this waste is generally plowed under as a substitute for expensive commercial fertilizer. At the present time more ethanol is used in manufacturing ethanol than is produced, although new plants will be more energy efficient. The Congressional Budget Office estimates ethanol production might reach one billion gallons a year by 1990.

Methanol can also be used as gasohol, though it tends to be corrosive and certain technical problems must be solved. The DOE concludes, however, that methanol "could make an important contribution in the reasonably near future." Cost of coal-methanol-gasoline approach is "about in the same cost category" as the shale-oil gasoline approach. The DOE believes plants could be in operation by 1990 supplying five billion gallons of methanol a year, and that additional plants could be coming on line by the year 2000 to increase

(See ENERGY Page 112)



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nual production to 10 billion gallons.

**Alternative fuels.** Everyone's "perfect" solution to the energy crisis is sunlight. If all the sunshine that falls on a piece of ground 10 feet by 14 feet could be converted to electricity, it would supply energy for the average all-electric home. One-fourth of the fuel consumed in the U.S. is used in homes and commercial buildings, mostly for space and water heating. It is generally agreed that this is the area of solar technology closest to commercialization. Solar energy is not expected to become a realistic alternative for producing electricity until well into the 21st century.

The process is simple. The sun's rays heat air or water that flows through roof-top collectors. Unfortunately, solar space heating is not cost-effective. A typical system, including back-up equipment in case the sun doesn't shine, runs from \$4,000 to \$8,000. Solar water heaters are more nearly cost-effective.

In addition to cost, a serious limitation on the use of solar energy results from a scarcity of materials. The Congressional Research Service concluded it would take 33 million solar homes to conserve the energy in just one million barrels of oil per day; present U.S. oil consumption is 18 million barrels. Using current technology, 33 million solar installations would require eight billion pounds of copper. U.S. copper production in 1977 was 2.98 billion pounds. Former deputy energy secretary John O'Leary recently told Congress that a 10 percent solar contribution by the year 2000 was "optimistic."

**Non-conventional technologies.** There are a variety of less traditional energy technologies that have only limited potential or that are still unproven. Geothermal energy is restricted to available resources. Wind, tidal power, ocean thermal currents and similar technologies are currently prohibitively expensive. Under the best of conditions, they are unlikely to provide more than 1 percent of America's energy by the year 2000. In the long-term, nuclear fusion reactors may hold great promise. However, fusion energy will prob-

ably not make a significant contribution to the total energy supply until well into the 21st century.

**Existing technologies.** It seems evident that in the short and intermediate term the U.S. must rely primarily on existing technologies. Coping with the energy crisis will require this nation to utilize its resources to the fullest.

**Coal: buried sunshine.** A recent analysis sponsored by the Ford Foundation and administered by Resources for the Future, concluded that "coal is the only energy source that can increase its absolute contribution rapidly and economically." One ounce of coal can generate as much electric power as 100 tons of water falling one foot.

During 1979 coal will provide about 19 percent (725 million tons) of the nation's energy, including generating 47 percent of its electricity. The government has called for an increase in coal production by 1985 to 1.2 billion tons a year. According to Carl E. Bagge, president of the National Coal Association (NCA), the industry is growing at less than half the yearly pace needed to reach this goal. In reality, the industry can already produce more coal than the country is willing to use. The NCA estimates unused productive capacity is 150 million tons per year.

A major reason is that environmental regulations restrict both usage and production and increase overall costs.

- A 1,500-megawatt power plant costing more than \$1 billion is now under construction in Wyoming. Environmental regulations account for close to 25 percent of the cost.

- It takes up to 10 years to bring a new mine into production. Over half that time is spent on studies, permits and paperwork.

- For purposes of determining eligibility for workmen's compensation, coal miners are assumed to have black-lung disease after a certain number of years, even without medical tests to back up the claim.

- According to the NCA, one location in Virginia needed flat farmland. However, following strip mining operations, the com-

pany was required by law to place the hills.

Other problems slowing utilization of coal include availability of capital and transportation difficulties. To double production by 1985 will require \$18 billion to \$20 billion in current dollars. The entire capitalization of the 700 coal companies in operation today is only about \$1 billion. Transportation is a problem because "roadbeds on some railroads are almost destroyed. Efforts to move coal through pipelines are hindered by lack of availability of water and opposition by environmentalists. These problems, coupled with artificially low prices on oil and gas, which frequently make it more expensive to burn coal, discourage use of the nation's abundant coal reserves.

**Petroleum.** Despite shortfalls, closed down wells in this country contain up to 300 billion barrels of previously discovered oil. With modern technology up to 40 billion barrels can be recovered at a cost just slightly over current world prices. In addition, there are undoubtedly considerable quantities of undiscovered reserves.

The federal government controls one-third of U.S. lands and holds mineral rights to another 100 million acres. The U.S. Geological Survey estimates that these lands contain much of the nation's undiscovered resources. In many cases the government refuses to allow exploration.

For example, less than 4 percent of the Outer Continental Shelf has been leased for drilling, although in 1977 this 4 percent produced 304 million barrels of oil and 3.7 trillion cubic feet of natural gas. Estimates are that 20 billion barrels of oil, enough to provide a fifth of America's need for 15 years, will probably be off the coast of Alaska. Under current leasing schedules, almost none of this oil will be available before 1995!

**Nuclear energy.** The growing energy demand in the U.S. is for electricity, which currently accounts for a fourth of energy consumption. By 2000 it could reach one-half. Presently about 10 percent of the oil and

(See ENERGY Page 116)



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*Monday, February 11 — 1:30 P.M.*

*Tuesday, February 12 — 10:30 A.M.*



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*Attend one of our 4 workshops and learn how you can plan for your retirement through one of the NADART plans. All workshops are in Room 10 —*

*Sunday, February 10 — 1:30 P.M.*

*Monday, February 11 — 10:30 A.M.*

*Monday, February 11 — 1:30 P.M.*

*Tuesday, February 12 — 10:30 A.M.*



# perma-plate



## The Ultimate Paint and Chrome Protection... with "Teflon"\*

**Why the ultimate?** Because new Perma-Plate™ contains Teflon®. You know how Teflon® works, and so do your customers. New car buyers are looking for a product which will make their new car investment look better longer, and Perma-Plate™ is the product that will do that for them. Perma-Plate™ applies easily with no special equipment, and carries the **strongest 3-year limited warranty** in the industry.

DuPont's Registered Trademark

Spend a few minutes with our local distributor and find out how the Siskin program can increase customer satisfaction and your sales.

**Sold through new car dealerships.**

For the ultimate in exterior protection, call toll free (800) 453-8470 in Utah dial 979-6111 or write **SISKIN ENTERPRISES, INC.**, 1979 South 700 West, Salt Lake City, Utah 84119.

Distributorships available in some areas.

**DEALERS...Siskin Enterprises, Inc. will host a reception and cocktail party held in the Hyatt Regency-Kenilworth Room during the NADA convention February 9, 10 & 11 from five until nine in the evening.**



# CHANCES ARE, WHAT YOU KNOW ABOUT CARS, IS NOW OUT-OF-DATE.

**CARS has acquired ITEL's Automotive Services Division, and now offers complete computer services to any size dealership—including an "In-House Mini-System."**

CARS—the pioneer of automotive data processing—continues its commitment to leadership with a proven "in-house, mini-computer system" added to its product line with this recent ITEL/ASD acquisition.

Unless you know this—and the fact that CARS has doubled its customer base and field personnel—your information may be out-of-date.

Now regardless of the size, needs or location of your dealership, CARS offers a complete range of automotive computer services from a single source:

- Pad-post parts inventory system
- Daily batch processed parts inventory system
- Dealership management accounting system
- Dealership lease accounting system
- On-line parts inventory & invoicing system
- On-line sales & service merchandising system
- Remote batch processed payroll system
- In-house mini-computer dealership system
- Manufacturer/dealership communications system

In addition to CARS' Birmingham, Alabama data processing center—the largest, most powerful center devoted exclusively to the automotive industry—these combined companies now have a data center in Dallas and operations centers in Los Angeles and Troy, Michigan, with sales/service offices throughout the United States.

CARS international operations provide computer services to dealerships in Canada, Japan and Australia.

This new information about CARS signifies its continuing leadership position by providing only proven products, innovative technology and space-age communications from a single-source with full service to the dealership industry.

Most important of all... this means your dealership can "count on CARS for complete computer services... now and in the future."



## CARS

Computerized Automotive Reporting Service, Inc.  
210 Automation Way—Post Office Box 235  
Birmingham, Alabama 35201 (205) 956-7600

SEE THE NEW CARS, NADA, BOOTH "K", NEW ORLEANS, FEB. 9-12.



percent of the gas used in the country is burned to generate a third of the nation's electricity. Thirteen percent is supplied by nuclear reactors, the remainder by coal and hydroelectric power.

As recently as five years ago the Department of Energy estimated the U.S. would have 1,000 nuclear power plants producing 40 percent of the nation's electricity by the year 2000. DOE has since reduced the prediction to 380 plants, or fewer, providing as little as 20 percent. This reduction in projected capacity results largely from the opposition of special interest groups advocating limited economic growth.

While there is legitimate concern about the safety of reactor technology and waste disposal, the public seems willing to balance these concerns against the effects of low growth and the risks of continuing dependence on OPEC oil. A Harris survey conducted after Three Mile Island found that 56 percent of the public supported continued development of nuclear energy, with 37 percent opposed. A recent study, *Energy in America's Future: The Choices Before Us*, concluded that even if nuclear accidents are 100 times more likely than predicted in the government's reactor safety report, nuclear energy still poses less risk to the U.S. than many other fuels.

Rep. Morris K. Udall (D-AZ) observed during recent hearings before the House Interior Committee's Subcommittee on Energy and Environment that the nation is going to need "some kind of nuclear generating capacity during the 1980s and 1990s and until the end of the century." Udall, who chairs the committee, added that while the lessons of Three Mile Island must be heeded, the country is not ready to incur the "profound adverse consequences" of a shutdown of operating plants.

**Conclusions.** The nation's energy problems are serious and they are real. There are no quick and easy solutions. It is evident, however, that there is no shortage of energy resources available for development. Because these "other" resources involve expensive technologies, such as extracting oil from shale, this energy will

be more costly and will require certain environmental accommodations. The increased costs will be particularly difficult for the public to accept because of long term policies that have led the nation to expect cheap fuel.

Experts conclude the near-term (to the year 2000) and immediate-term (well into the 21st century) energy needs of the nation will be met primarily by traditional energy sources. Oil and natural gas will continue to play major, though slightly decreasing roles. The U.S. will continue to import close to half its oil through the 1980s. Hydroelectric power will continue to provide about 4 percent of the nation's energy. The U.S. will, by necessity, turn to coal, shale and nuclear power to meet expanding energy needs. Former Energy Secretary Schlesinger put it this way, "Quite bluntly, unless we achieve the greater use of coal and nuclear power over the next decade, this society may just not make it."

Expanded use of coal will require careful evaluation of environmental regulations. It will mean weighing the benefits to society against the risks. Expanded use of nuclear energy will require coming to grips with the regulation of nuclear installations and the storage of spent nuclear fuel.

In a recent editorial the *New York Times* discussed this concept of risk in relationship to drilling off the coast of Alaska. The *Times* observed that while there are "unmistakable environmental risks" in accelerating Alaskan offshore leasing there are "unmistakable risks, too, in assuming that America can somehow muddle through the coming energy shortages without grave economic dislocation, social unrest or brinkmanship in the Middle East."

Increased development of America's energy resources will also require a reduction in regulatory delays that lead to power plant construction schedules of 10 to 12 years. Milton Copulos, policy analyst with the Heritage Foundation, maintains that if these delays continue there may be "severe power shortages, brownouts and blackouts" by the mid-1980s.

Conservation is also a key factor

in coping with America's energy future. Estimates are that conservation can reduce the overall demand for energy to about 23 percent a year, roughly half the historic growth rate, without seriously affecting the economy. Conservation will require conservation in industry, housing and transportation. According to John J. Castelli, vice president of Resources Technology, National Association of Manufacturers, industry's 1973 has reduced its total demand for all forms of energy by 6 percent and for petroleum by 6.7 percent—while increasing production by 11.8 percent.

Experts generally agree that significant conservation will not occur unless energy costs reflect the real value of the product. A study conducted by Resources for the Future concluded that if energy was treated like other consumer goods "there would be no need for public policies to deal explicitly with energy conservation." This is because the market would insure "that each person in a position to make a decision would purchase only the amount of energy to satisfy needs that could not be met more cheaply in any other fashion."

Given conservation and development of the nation's energy resources, a number of studies have also concluded that this country can manage its energy problems and sustain a healthy expanding economy. The Committee for Economic Development sums up this point of view.

"Decently managed, the energy component of our economy will not be expected to interfere seriously with employment and continued economic growth. That estimate does not include allowance for mismanagement."

"The danger is that we will attempt to insulate ourselves from the rising costs of energy, convincing ourselves that because we do not pay the costs directly, they will not have to be paid."

"Energy policy itself cannot solve the problem. . . . If the costs are not faced we shall waste our energy resources in conservation, deny ourselves the resources that would be available at higher prices, and delay technological changes that the costs would encourage."



# **"LOOKS GREAT. NOW, TELL ME ALL ABOUT IT IN 30 SECONDS."**

Say that to a real, live car salesman and he's going to think you're putting him on. Because he knows from experience nobody can properly demonstrate or sell something as complex as a new automobile in 30 seconds.

Something to consider when you're having a look at the effectiveness of your media plan so far this new model year.

## ***Tick, tick, tick, tick..."***

To magazine publishers, we think you ought to consider the very important factor of time in building awareness for your product. We think it's an element that is particularly necessary in Detroit. Cars aren't always an easy thing to sell. And though we appreciate the necessity of showing car features on TV, we see magazines as an ideal environment for telling your best prospects about the features that make your car a better buy than your competitors.

## ***Yes, we said your best prospects."***

It would seem, and it is demonstrable, that people who do the most magazine reading and the least TV viewing are different in many ways from those who do the most TV viewing and the least magazine reading.

To make things simple, Frank Stanton, Simmons Market Research Bureau, has labeled the two groups: Magazine Imperatives and TV Imperatives.

## ***"Maybe you like the word 'efficiency'..."***

The Magazine Imperatives, those who do the most magazine reading and least viewing are "efficient" because they also do the most new car buying. They are 60% more likely to buy a brand new car in any given year. They are 73% more likely to have bought *two* or more new cars in the past 5 years. In terms of cost efficiency, costs per thousand for magazines over the past three years have grown only half as fast as those for television and the situation is expected to continue:

Magazines, in sum, are efficient! Mixed with a thoughtfully considered TV schedule, they'll do the best possible job of nailing the prospects you want and need so much for a successful sales year.

So, this year (and next). Think hard about magazines. And what they can do for you.

***Magazines give you the time to tell  
and sell...the whole story.***





# NADA Observes Passing Of Three Past Presidents

All instrumental in furthering automobile dealers' interests.



**David Castles**  
1942-43 President

In the closing months of 1979, three NADA past presidents died. Each, in his own way, contributed to the growth and prestige of his national association. All of them had been inactive as dealers and as association leaders in recent years.

November 4, Frank N. Yarnall, a former Chevrolet dealer in Chicago and NADA President in 1955, passed away after a lingering illness. Yarnall was president of NADA during the Congressional hearings on GM as a monopoly. These hearings, conducted by the late Senator Joseph O'Mahoney (D-Wyo.), led to the passage of the "Good Faith Act."

At the time, Yarnall also was a member of the GM President's Advisory Committee. The hearings, plus the recommendations of the Advisory Committee, led to the substitution of a five-year selling agreement for dealers and the elimination of many abusive practices of factory personnel.

It was while Yarnall was president that the Price Sticker Law was passed. Popularly called the "Monroney Sticker" after its creator, Sen. Mike Monroney (D-Ok.). The Price Sticker Law was created to end "price-packing".

David Castles, NADA president in 1942-1943, died on December 17. Castles was a brother-in-law of Walter H. Vesper, for many years executive vice president of NADA

and also an NADA president. He was a Buick dealer in St. Louis more than 50 years.

Castles was involved in NADA's opposition to a set of trade practice rules proposed by the Federal Trade Commission. During his tenure as NADA president, Castles was instrumental in promoting dealer participation in the Army Motor Transport Corps and in obtaining relief from government war-time restrictions on sales and service.

For many years he served as Chairman of the NADA Office of the Used Car Guide and was responsible for far-reaching changes in the format of the Guide.

During the depression Castles, aided by James Collum, Commercial Printing Co., frequently covered NADA expenses when the national association's funds were low.

On December 22, Frederick Haller of Washington, D.C., died after a lengthy illness. Haller was president of NADA in 1950 and was involved in government contracts on car prices, and wages created problems for NADA.

Over the years he sold Previews, MOONS, DeSotos, Chryslers, and Plymouths. When he was president of NADA he was a Buick dealer.

NADA extends its condolences to the families of these past presidents.



**Frederick Haller**  
1950 President



**Frank Yarnall**  
1955 President



# Showcase

## WHAT'S NEW ON THE MARKET

The PRO Blue Fox Buffing Pad Rental System saves time for dealers because by renting, the PRO Distributor delivers clean pads exactly when needed on a one-pad-per-car basis. The dealer pays only for the pads he uses. This system cuts down on pads being thrown away too soon or getting lost and eliminates swirls, scratches and hazy finish. Manufacturer: BAF Industries, 1910 S. Yale St., Santa Ana, Calif. 92704.



A simulated convertible top package for all GM A-body and E-body cars and the Ford Thunderbird consists of a fiberglass shell with vinyl canvas material, inside back light trim panel, a pair of side window block-outs, all moldings, wire-on, and rivets. Available in white, black, dark blue or tan and can be installed by one mechanic in approximately four to five hours. Manufacturer: E&G Classics, Inc., 8909 McGaw Court, Columbia, Md. 21045.



Sportops are offered in two models for mini-trucks. The Sea View is a nautical theme notchback hatchback with a chrome luggage rack. The Tiburon is a fastback hatchback with aerodynamic styling. Both models are all fiberglass and feature color-matched gelcoat, gas-spring lifters, and improved highway gas mileage. Manufacturer: ACT, Inc., P.O. Box 1014, Midland, Texas 79701.



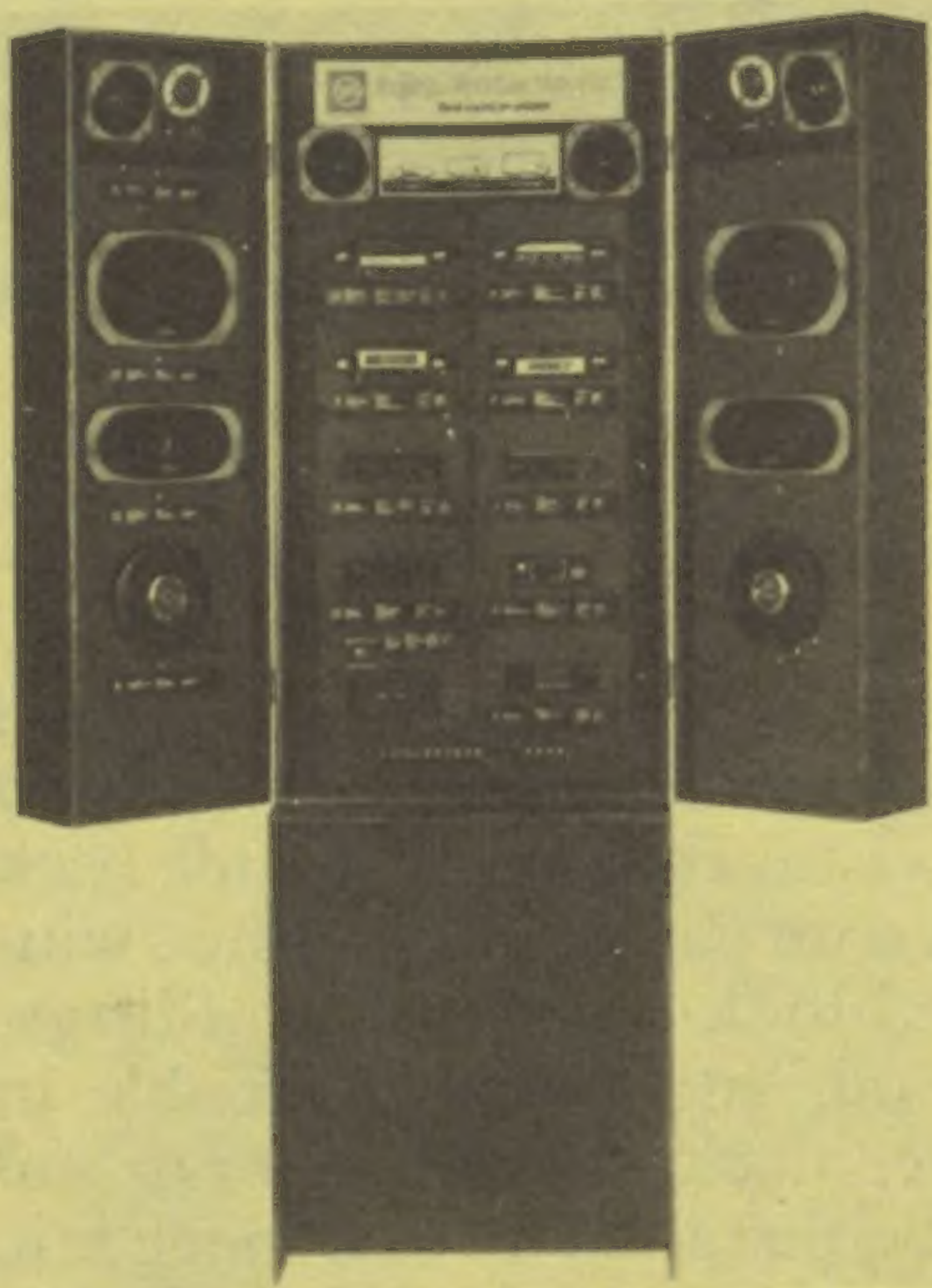
The Rust Buster System is an abrasive-blast system whereby the abrasive is continually recirculated. The sand-blast gun can be used on large surfaces indoors. There is virtually no mess to clean up, the operator breathes cleaner air, and a better grade of abrasive can be used economically. Manufacturer: Knox Manufacturing Co., 111 Spruce St., Wood Dale, Ill. 60191.



**MORE SHOWCASE  
ON PAGE 120**

Information and photographs of products listed in Showcase have been provided via manufacturer's press releases. A product's appearance in this column in no way implies endorsement by either NADA, the National Automobile Dealers Service Corp., or automotive executive magazine.





**AE**



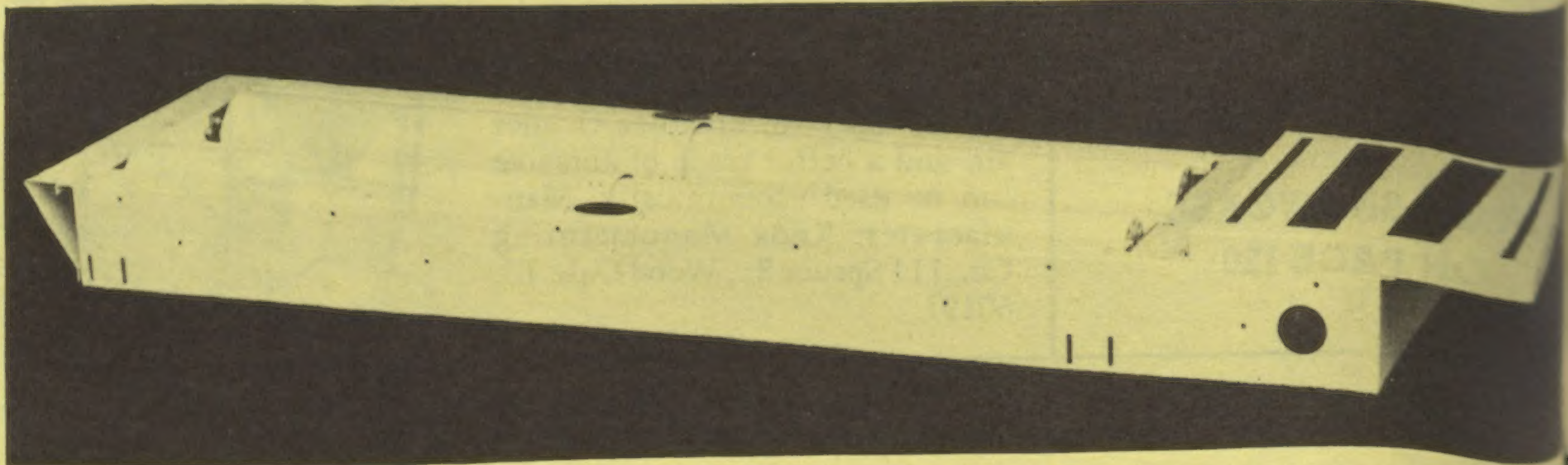
Two new point-of-purchase displays for Fujitsu Ten car stereo units are fully operational, with built-in AC power converter, and can be used on a counter top or free-standing on an optional base. Model CD-4 comes with the dealer's choice of four units and two sets of speakers. Adjustable wings hold four additional sets of speakers. Model CD-10 comes with a choice of 10 units installed in a center panel under a set of speakers. Manufacturer: Fujitsu Ten Corp. of America, Dept. P, 19281 Pacific Gateway Drive, Torrance, Calif. 90502.

"Trailing Edge Flares" mean additional dealer profit on 1979-80 Pontiac Trans Am and Firebird models by providing style as well as stone chip protection. Construction of impact-resistant plastic, they make unsightly mud flaps obsolete and fasten snugly and easily at the fenderwall openings. The flares come primed and ready to paint. Manufacturer: Cars & Concepts, Inc., 12500 E. Grand River, Brighton, Mich. 48116.

The MB700 is a complete, portable work bench/tool crib. Seven large and two oversized cabinets provide over 17,870 cu. in. of storage. This unit rolls easily on eight-inch rubber wheels and five-inch locking rubber casters. A power junction box has two convenient electrical outlets. The top is protected with Masonite, making a durable working surface. Manufacturer: Mac Tools, Inc., Washington Court House, Ohio 43160.

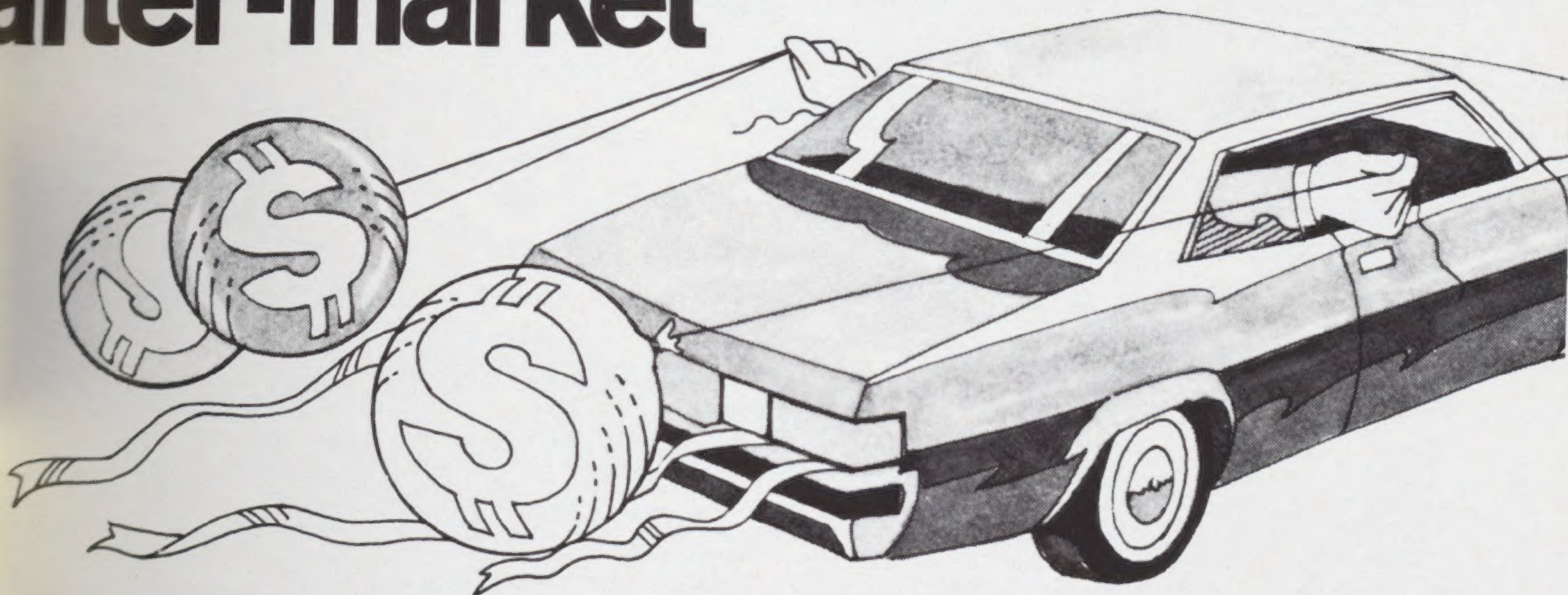


The Model C-796 Chassis Dynamometer can provide the means to tune vehicles for maximum fuel economy. It has 6,000-lb. axle weight capacity and 96-inch rolls. Its power absorption unit can handle variable loads with instrumentation reading from 0-200 hp and road speed from 0-120 mph. The C-796 also has an air-actuated platform lift. It has flush-floor operation for pit installation, but can be installed top-floor with ramps and platforms. Manufacturer: Clayton Manufacturing Co., 4213 N. Temple City Blvd., El Monte, Calif. 91731.





# Your after-market



## comes first with us.

Your customers are paying more for their cars each year. Taking years more to pay in many cases. And hoping to get more years of service out of their new cars than they used to. No wonder that VALUE PROTECTION has become the fastest-growing segment of the automotive after-market.

And no wonder so many companies have been so quick to jump on the bandwagon. With products that promise to safeguard your customers' investments... prolong the useful life and good looks of their cars.

But you know, and we know, that promises aren't enough. After all, your dealership is the logical source for VALUE PROTECTION products and services, and your business depends on performance, not promises. Quality performance... at a healthy profit.

Because if your customers can't return to the market as often as they used to, you'd better be sure that it's *your* market they come back to when they can. So...

**BEFORE YOU SELL VALUE PROTECTION,  
MAKE SURE THAT YOU'RE PROTECTED TOO!**

Make sure you're protected by Ultra Seal's commitment to maintain its own reputation for leadership — by enhancing *your* reputation, and by contributing

to your efforts to maximize gross profits and customer retention.

Make sure you're protected by Ultra Seal's commitment to sell only through authorized new car and truck dealers — with no exceptions.

Make sure you're protected by Ultra Seal's total-integrity warranties.

Make sure you're protected by Ultra Seal's imaginative merchandising programs and unmatched service capability.

Make sure you're protected by Ultra Seal's commitment to provide you with the highest-quality automotive value protection products that today's technology can offer:

- **ULTRA SEAL PAINT SEALANT**
- **ULTRA SEAL RUST PREVENTATIVE**  
with "Quiet Ride"
- **ULTRA FABRIC SEAL**
- **ULTRALOCK Electronic Anti-Theft System**

We'd like to prove to you that these products — and the service that goes with them — have no equal on the market today. And we'd like to show you the benefits your dealership can derive from our innovative VALUE PROTECTION merchandising program.

**Call us today... at (516) 997-5430**



# ULTRA-SEAL<sup>INC.</sup>

NATIONWIDE

*The Ultimate in Value Protection Products*  
**NOW WORLD-WIDE**

84 Sylvester Street, Westbury, N.Y. 11590

**SEE US AT THE NADA CONVENTION... BOOTH 816**



# POLYGLYCOAT

## WORLDWIDE INFLUENCE IN AUTOMOTIVE AFTERCARE

In just ten years POLYGLYCOAT has become the most important name in automotive aftercare. In America...and around the world.

Through the most intensive program of research and development in the industry, POLYGLYCOAT continues to introduce fine quality products (to help keep new cars looking new) for the Automotive Consumer.

First in a growing line is the original POLYGLYCOAT LUSTERIZING SEALANT (3 year warranty) and now includes POLYGLYCOAT RUSTPROOFING SHIELD (with an unheard of 7 year renewable warranty); TEXTILE SEALANT (3 year warranty); VINYL CLEANER and VINYL SHIELD (the only way to complete-

ly clean and protect all vinyl tops and interiors). And now a breakthrough in automotive aftercare—POLYGLYCOAT SOUND SHIELD, protection for the underside of cars. Only with POLYGLYCOAT SOUND SHIELD is there a certificate of application from a dealer, which is the consumer's assurance of proper application.

If you are not already sharing in the profits of this fast growing industry, join us now. Offer your customers the best in automotive aftercare products in the industry—the POLYGLYCOAT PROTECTION PACKAGE—backed by the only company that supplies car dealers all the way, with millions of dollars in powerful advertising and promotion.

For information, call: (914) 332-1100 or (800) 431-1100.

It's a brighter world with  
The Polyglycoat  
Protection Package

Lusterizing Sealant  
Rustproofing Shield  
Textile Sealant  
Vinyl Cleaner & Vinyl Shield  
Sound Shield

See us at  
Booth 35  
Box Suite 4

Available at authorized new car dealers

